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To get the "feel" of a Ford's effortless handling—of road-ability that has won a fame all its own.

To sit back in a Center-Poise ride—relaxed in roomy comfort—cradled gently between the axles.

Come and get acquainted with a car that's modern in looks and modern in action. A car that's fun to drive and wise to buy. The car that's rightly being called the quality car in the low-price field!

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THE BRILLIANT "85"

THE THRIFTY "60"
Official Souvenir Program

GOLDEN GATE BRIDGE FIESTA
Celebrating the Opening of the World’s Longest Single Span

SAN FRANCISCO, CALIFORNIA
MAY 27 to JUNE 2 1937

Sponsored By
GOLDEN GATE BRIDGE AND HIGHWAY DISTRICT
REDWOOD EMPIRE ASSOCIATION
AND THE CITY AND COUNTY OF SAN FRANCISCO

Citizens’ Committee

Mayor Angelo J. Rossi
Honorary Chairman
Eric Cullenward
General Manager

Hon. Arthur M. Brown, Jr.
General Chairman
James Adam
Publicity Director
Greetings:

With eager expectation, San Franciscans and the citizens of the Redwood Empire have looked forward to this day when the mighty Golden Gate Bridge would be opened to the traffic of the world. And now that this glorious enterprise is completed, rejoicing is in every heart.

To you who have come from afar, we offer hospitality beyond measure. May the Bridge be a bond, uniting us ever in the bonds of brotherhood.

To you in these Western States, particularly those who live in the glorious realms of the Redwood Empire, and who joined us in financing this incomparable structure, we share this hour of high satisfaction in the accomplishment.

The Golden Gate Bridge Fiesta is a civic celebration in which you all are a part. We are all one, in spirit and in fact, in helping to make the occasion memorable.

The curtain rises. The pageant unrolls. Voices are lifted in song.

Let us lift up our hearts in thanksgiving. Let us give honor to whom honor is due; to those who conceived this mighty project and to those who made its building possible; to the engineers who designed it and the directors and management that built it.

Let us pay tribute to the men whose hands actually constructed it. Let us remember, in deep sorrow, those whose lives were sacrificed in the course of its construction.

We present a Fiesta we trust will prove worthy of the Bridge it glorifies. We have done our best and now submit the finished work for your approval.

Let us rejoice and be glad!

Angelo J. Rossi
Mayor of San Francisco.
HON. ANGELO J. ROSSI
Mayor of San Francisco
Honorary Chairman, Golden Gate Bridge Fiesta
Greetings to Our Fiesta Guests

Once more San Francisco lays claim to the admiration of the world.

Across its Golden Gate stretches the bridge of steel so long deemed impossible.

We have labored for months to make the Golden Gate Bridge Fiesta unique among great community festivals. And it is unique in the truest sense of the word.

Here are gathered citizens of all the Western slope of this continent, citizens of Canada and Mexico and of great American States, and, above all, of our own beloved California, from the farthest reaches of its justly famed Redwood Empire to its remotest Southland.

America’s spectacular city welcomes you to marvel at its equally spectacular Bridge and to throw care to the winds that waft through the Golden Gate while you revel in this most fascinating of all Fiestas.

Now we are in the midst of a celebration of joy, triumph, and thanksgiving for the creation and completion of the miracle on which you gaze in wonder today.

San Francisco is yours. You are welcome. And if you absorb a little of the spirit of what San Francisco has been, what it is, and, God willing, what it will become, it is our hope you will feel repaid for your coming.

General Chairman
Golden Gate Bridge Fiesta
Citizens’ Committee
ARTHUR M. BROWN, JR.
General Chairman Golden Gate Bridge Fiesta Citizens' Committee
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The Golden Gate Bridge Is Opened
By J. Lawrence Toole

BYRON tells us that "History with all its volumes hath but a single page."

On that page can now be written a new and shining sentence, to endure forever in annals of the world's achievements and genius - The Golden Gate Bridge was opened.
The biggest task that ever challenged the genius, courage and will of man has been accomplished. After nearly a century of dreaming, decades of talk, and five years of heroic labor, the Bridge stands here, the noblest structure of steel upon this planet.

TO every stranger who sees it for the first time the wonder of its size, of its beauty and its grace will be an imperishable memory. They will be told its story and amazed.

Generation after generation the story and enchantment of the Golden Gate Bridge will be handed on by all who come under its spell.

Custom will not stale, nor time wither the birth of this wonder structure today stretching across the mile-wide expanse of ocean water where San Francisco's dramatic history began, the Golden Gate. The Golden Gate!

Its glittering bars are the breakers high. Its hinges are hills of granite. Its bolts are the winds, its arch the sky. Its corner-stone a planet.

Now, this day and forever, far above those high breakers there stretches between granite hills, under the arch of the sky, the mightiest single span bridge ever built, final accomplishment of an engineering achievement without equal or comparison.

DEEP into Time goes back the dream of a bridge across the Golden Gate.

Old, old Indian legends tell of a day when inland valleys and all of San Francisco Bay was a great lake and how, by prayer and supplication a miracle was performed and a great gap cleft between the lake and sea, that gap which is the Golden Gate. More or less, geologists agree that this happened although their theory of its happening does not agree with Indian legend.

Somehow, some time, it happened, and through the ages that gap has been. Through it from time immemorable the Pacific Ocean has poured into the bay that was once a lake.

Through it just 160 years ago a Spanish navigator, Ayala, steered the first ship ever to anchor in the Bay. Since then, led in the beginning by adventurous sailors bent on conquest, Spanish, Russian, English, ships and commerce of all the world have sailed and steamed through the Golden Gate in unceasing and ever increasing number, until today the Golden Gate Bridge looks upon one of the greatest commercial ports in the world.

AYALA's little ship "San Carlos" had found a bay empty, save for a few low-hewn craft, but a harbor of undreamed of magnitude and beauty, the harbor navigators had sought on this edge of the Pacific for 200 years before his discovery, and that the greatest navigator of all, Drake, had missed somehow by a few ship lengths.

A year after Ayala's coming the Spanish soldier Anza arrived at the Golden Gate and planted a cross and the flag of Spain near the point now known as Old Fort Point—San Francisco terminal of the Golden Gate Bridge.

There a tiny Spanish settlement started and grew. This settlement, springing up around the adobe church of the Mission Dolores and the adobe Spanish officers' clubhouse of the Presidio, was not the beginning of San Francisco.

Down near the Bay the little settlement of Yerba Buena had been started. In 1847 the name of Yerba Buena was changed to San Francisco, a year after the American flag had been raised in this city and at Monterey.

At that time the total population of San Francisco was 470 and that it remained until 1849 and the discovery of gold. In that single year of 1849, 700 ships sailed through the Golden Gate and San Francisco expanded to a city of more than 40,000.

FROM those days, when daring adventurers flocked by un trodden land and sea trails to San Francisco Bay the dream of a Bridge across the Golden Gate persisted. Pioneers viewed the stretch of turbulent water that barred progress dry-shod to the north and longed for a bridge. Their dream grew, to die under the frowns of generations that declared it impossible, grew again as other generations grew, and died again. Always it came to life. And now at last it is realized. The realization of San Francisco's dream is before your eyes.

ELSEWHERE in these pages is told the long story of the actual realization of that dream, of this welding of the great Redwood Empire of California

(Continued on Page 27-A)
Greetings to the
Golden Gate Bridge and Highway District
from The Builders of the Bridge

BETHLEHEM STEEL CORPORATION
Structural Steel Furnished and Erected

JOHN A. ROEBLING & SONS CO. OF CALIFORNIA
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POMEROY, Inc., & RAYMOND CONCRETE PILE CO.
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ALTA ELECTRIC AND MECHANICAL COMPANY
Electrical Work
The Fiesta Is Here!!

IT WAS the great, jovial President Taft who coined that famous dictum: San Francisco knows how: This Golden Gate Bridge Fiest is new proof of the truth of that saying.

Fiesta mended from the days when that little huddle of shacks known as Yerba Buena was the nucleus of what became proud San Francisco, there runs through this city's history a golden thread strung with jewels of festivals.

In the beginning, the color, animation and congenital gaiety of Spanish don and senorita permeated San Francisco's Fiestas.

Somewhat later, the boisterous, lusty ardor of adventurers lured to the Golden Gate by a golden dream, sharpened the growing city's outbursts of gaiety.

And then, as San Francisco grew to maturity and its pulse steadied down to a rhythmical beat, its ardor for festivity slackened, but did not die.

The colorfully dramatic, and sometimes sombre and tragic, processional of its workaday life since this century began has been broken again and again by celebrations and festivals that no one old enough to remember can forget.

Where, and from what, San Francisco derived its deathless love of gaiety and good cheer and the high courage and spirit that has borne it triumphantly through disaster and depression, it would be hard to say.

The city itself is a pageant of spectacular beauty which fills the eye and lifts the soul to gladness.

Indifferent to fate, Bret Harte described it, and hard to leave, Stevenson found it.

Indifferent to fate it may be, but not indifferent to laughter and joy nor to festival that bubbles with life and gaiety.

All its life it has been a place of pageants and fiestas. Always it has delighted to trick itself out in gay raiment and give itself up to jubilation.

Its founding 160 years ago was made a festival, a festival procession of buck-skinned soldiers, bright-shawled Indian women and Franciscan padres bearing banners and holy pictures. A gay cavalcade and its first.

Later in that same year another festival and the first public banquet, they called it a feast of thanksgiving, marked the completion of the Presidio, some of which still stands out there, guarded maybe by the ghosts of padres and conquistadors.

A little later that same dead year the completion of the first Mission Dolores was made occasion for fiesta.

And of this there remains the words of the first festival reporter, Father Palou: "A procession was formed (after the Mass) in which Our Seraphic Father San Francisco, patron of the port, was carried. The function was celebrated with Salvos of muskets... and swivel guns (from the bark San Carlos) and with rockets."

Translate rockets into fireworks, as it was in the oldest day so it is still with the San Francisco of 1937 in festival mood; brilliant processions, cavalcades, fireworks, a people exuberantly happy, costumed and gay.

Time marched on in San Francisco, studded with festival and celebration until the first American house builder, Jacob R. Leese, caught the town's fiesta spirit and gave a party.

It was a house-warming and all the town of Yerba Buena was invited. And every one living here at that time attended, soldiers and padres, Dons and Donnas, gamblers, horse thieves.

For two whole days they danced and drank and most of a third day they gathered on Rincon Hill to eat barbecued ox and venison.

That was in 1835, ten years before the Stars and Stripes was hoisted in Portsmouth Square and San Francisco's festival began to be less Castilian.

Stream-lined have San Francisco's great festivals been in recent years, stirring the world's admiration, scarcely less than the city's brave and gallant recovery from the devastating havoc of the fire of 1906.

Its still remembered Portola festival, its glad celebration of the return of its sons from war, the marvelous days and nights of its Exposition, its brilliant celebration of California's Diamond Jubilee and many another civic outpouring of joy have risen in a smooth crescendo to this great climax, the Golden Gate Bridge Fiesta.

Months ago San Francisco learned that this Bridge, greatest of all suspension spans, most spectacular in the world, flung across the world's most spectacular strait, would be finished in May.

It was sensed that its completion and opening called for a celebration unparalleled in even San Francisco's history. This, a Citizens' Committee appointed by Mayor Angelo J. Rossi, undertook.

Typical and characteristic was the construction of the Golden Gate Bridge, started and carried through while the entire nation was bowed by the worst depression in its history.

Typical and characteristic of San Francisco too is this Fiesta of celebration conceived with a daring almost audacious and carried through with utmost spirit, energy and loyalty.

San Francisco gave its word to the world the Golden Gate Bridge Fiest would be the greatest and most colorful community celebration ever held in the West. It has, as always, kept its word.
JOSEPH B. STRAUSS  
Chief Engineer

CLIFFORD E. PAINE  
Principal Assistant Engineer

RUSSELL CONE  
Resident Engineer

Below, center—O. H. Ammann, New York, consulting engineer; Prof. Charles Derleth, Jr., Berkeley, consulting engineer; Andrew C. Lawson, Berkeley, consulting geologist; Leon S. Moisseiff, New York, consulting engineer.
The Man Who Built the Bridge

POET, dreamer, philosopher, a man like Lincoln endowed with a keen sense and confidence in Divine Providence, an equal of Joyce Kilmer in love and worship of trees and nature, and, like Napoleon, permeated with consciousness that no obstacle is insurmountable. . .

Such a man, in a nutshell of type, is Joseph B. Strauss, bridge builder extraordinary, creator and designer of the Golden Gate Bridge.

A little man, almost a wisp of a man physically, but a giant mentally, is Chief Bridge Engineer Strauss. Now deep in his sixties his once dark and abundant hair has thinned and taken a lighter shade.

Keen as they always were are his piercing and steady gray eyes, low and controlled and incisive as it has been since his youth is his voice, raised only when impelled by conviction.

A pleasant little man, approachable as a child, loyal, with almost an Irish loyalty, to his job and to his friends.

Many poems he has written in ink and heard small circles applaud. Now here at the Golden Gate he has written his greatest poem, a poem of incredible beauty etched in imperishable steel upon the sky, a poem which no small circle but all the world admires and applauds.

More space than this page allows would be needed to outline the life story and achievements of this master engineer and all the honors that have been showered upon him.

Born in Cincinnati he graduated from the University of Cincinnati in 1893. Later that university conferred on him the Degree of Doctor of Science. In 1894 he organized and became president of the Strauss Engineering Corporation.

Since that time he has been in charge of design and construction of bridges all over the world. To his credit stand more than four hundred great steel bridges.

He designed the Republican Bridge at Petrograd, formerly St. Petersburg, Russia; the Longview, Wash., bridge across the Columbia River; the beautiful bascule span of the famous Arlington Memorial Bridge at Washington, D. C., and many others of note.

As Consulting Engineer to Port of New York Authority he shares credit for the Hudson River bridge and the Bayonne Arch at Bayonne, New Jersey.

He is a member of many important societies of engineers in the United States and is consulting engineer for half a doze foreign Governments stretched around the globe from the Republic of Panama to Egypt.

For more than twenty years the vision of a bridge across the Golden Gate has lived and grown in the thoughts of Poet-Engineer Strauss. He has lived with it, eaten with it, slept with it and dreamed of it.

He saturated himself in the beauty of the Golden Gate and the majesty of the Redwood trees.

All that before the city of San Francisco in 1917, asked him to tackle the problem of bridging the Gate, a problem generations of San Franciscans had regarded as insoluble and impossible.

To the Heaven given brain and imagination of this great engineer no bridge job, however difficult, was impossible; no task a gifted brain and imagination tackled insurmountable.

In that spirit, bulwarked by vast learning and experience, this quiet, unobstrusive wisp of a man, Joseph B. Strauss, tackled his biggest job.

And what a job it was that was put in his hands. To bridge a mile wide cleft in coast through which the Pacific Ocean poured into the Bay of San Francisco in a turbulent ebb and flow of deep water.

It just couldn't be done, he was warned. Jermiah's of every class and kind and sort waited. It can be done and it will be done, replied Indomitable Strauss.

And it has been done. Through nearly five years of actual building, slowed and delayed often by elements no human can control, the work went on bit by bit until today the poet-engineer with the small voice can look at it and say to San Francisco and the world: Here is the bridge you thought impossible.

In his office high up at 111 Sutter Street his best loved poem, "The Redwood Trees," hangs.

But greatest of his poems is the Golden Gate Bridge which he hands over, complete and glorious to the public this week, to find its niche awaiting in history.

Sharing with Chief Engineer Strauss the glory of achievement of the longest and highest single suspension bridge ever built by man, is a group of engineers regarded as among the most brilliant in the United States.

Principal assistant to the chief engineer was Clifford E. Paine, a graduate of the University of Michigan and an engineer of national reputation. Resident engineer during construction was young and smiling Russell Cone who picks up the Golden Gate Bridge as the third of the world's big suspension bridges on his record.

Consulting Engineers on the staff were O. H. Ammann of New York, who learned his engineering in Switzerland, is present chief engineer for Port of New York Authority and internationally famous as a bridge builder; Leon S. Misselff, graduate of Columbia University and engineer of design for New York; Charles Derleth, dean of the College of Engineering at the University of California and Andrew C. Lawson, formerly professor of geology at the University of California.
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The Bridge of Ages

By GEORGE STERLING

Editor's Note — The following prophetic poetical essay was written by George Sterling, famed San Francisco poet, in 1925, when the Golden Gate Bridge was still "a dream." Now, 12 years later, the "dream" is a reality.

How little did Portola dream, gazing down from the San Matean hills, of the long constellations of light that should girdle, nightly, the Bay below!

How little did our own Argonauts, come hither to drain California of its gold and then return to what they fondly called "God's country," dream of the empire they were to found and of the royal city that was to be its standard-bearer!

Let us not regard ourselves as greatly their superiors in vision, for we ourselves have but faintly conceived, since in the main they are inconceivable, the strength and splendor that await our California beyond the distant horizon of Time.

We, too, are only at the beginnings of the glory to be.

But whatever the beauty and opulence that the ages have in store for those who follow in our footsteps, one thing at least is to be our changeless memorial, the criterion by which our inherited vitality and acquired artistry are to be judged in the councils of the Future.

One testimonial is to stand unaltered in its magnificence, to bear witness to what manner of men were those who could dream with their souls and shape with their hands earth's most colossal fabrication.

From the first cave-man who, uneasily, made comradeship with an equally suspicious fellow-man, to the last court of nations seeking hopefully the end of war and conquest, all the hidden and mysterious forces of the world have steadily worked for the closer communion of men, for their deeper comprehension one of another, for their ultimate union in one vast brotherhood.

The work begun by the first man to travel beyond his borders has been carried on by ship, telegraph, telephone and radio, until at last man may speak to man from the uttermost spaces of the planet.

The winds of the world are no more universal, "the wings of the morning" no swifter.

And part and parcel of this tremendous plan for mutual understanding and achievement is the Titanic edifice by which we purpose to link the most dynamic portions of America's imperial State.

It is no light task to which we are setting our hands and minds. Nothing comparable to such a creation has been even attempted, thus far, by man. Matched with this tremendous span earth's other bridges seem the work of pigmies. Matched with the good it will accomplish, other bridges seem the pathway of ants.

By our daring and endurance we are to drive a channel for the tides of uncounted generations, when the ocean of the resources of the North is to flow into the ocean of the treasures of the South, a canal not of water but of concrete and steel.

Let us approach the work with a sense of awe, of reverence, remembering that hereby we are to bear witness to the faith in man that is within us, and to our devotion to that faith.

Let us realize the almost incredible importance of an undertaking that is to knit together not merely cities but states, not millions of men but, eventually, billions. The future is ours as well as theirs to serve.

Let us so turn us to the task that our fellows unborn, gazing on the sunset as it makes its vast rose-window below the arch of our Bridge, may say with all truth: "This is the eterna rainbow that they conceived and set to form, a promise indeed that the race of man shall endure unto the ages."
Excitement . . . thrills . . . the gaiety of the Fiesta inevitably bring their toll of fatigue. Keep up your pep with an occasional glass of cool, fresh milk. There are so many delicious ways to enjoy this wholesome, healthful food drink. Perhaps you prefer a long, frosty milk-shake, a refreshing glass of buttermilk, a “pick-up” chocolate milk, or simply good fresh milk as you enjoy it at home.

San Francisco’s milk supply is of the highest quality standard. Drink it . . . it’s your treat.
DO YOU REMEMBER THE GOLDEN GATE WHEN—

OUTSIDE LOOKING IN—TODAY

BEAUTY FRAMES IT NOW

13-A
Dutch BoyMakes History!

PLUGS HOLE IN DYKE

"I can keep this up for weeks" he says, "as long as they keep feeding me Red Cap, Best Pal, or Love Nest candy bars.

You too will appreciate the delicious flavor and extra quality of these tasty, energy filled Euclid candy bars.

LOVE NEST  The world's most delicious Nut Roll, filled with crunchy nuts and caramel candy.

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"Buy from the Fiesta Boys"

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RED CAP ... BEST PAL ... LOVE NEST CANDY BARS
TUESDAY, MAY 25
8:00 P.M.—Radio Stars’ Show. Civic Auditorium. The Pacific Coast’s leading radio stars and masters of ceremony in three hours of entertainment. Chairman, Fred Pabst.
First official appearance of Fiesta Band. Director, Phil Sapiro.

WEDNESDAY, MAY 26
8 A.M. to 8 P.M.—Arrival of Cavalcade Units—from Canada, Mexico, Western States and California Counties. Informal parades up Market Street from Embarcadero. Receptions by Mayor Angelo J. Rossi at City Hall.
8:00 P.M.—Fiesta Costume Ball and ’49er Fandango. Coronation of Queens; Gala Mardi Gras. Only those in costume admitted to floor of Auditorium. Mayor Rossi and Chairman Arthur M. Brown, Jr., to crown queens from 19 Northern California Counties. Introduction of film stars from Hollywood. Hugo D. Newhouse, Chairman.

THURSDAY, MAY 27
Opening of Golden Gate Bridge Fiesta
6 A.M. to 6 P.M.—PEDESTRIAN WALK ON GOLDEN GATE BRIDGE. The Bridge will open simultaneously on the San Francisco and Marin sides—the only day the Bridge will be exclusively reserved for pedestrians. Souvenir Pedestrian Day tickets 25¢ on sale at Manx Hotel and Toll Plaza on San Francisco side.
All Day—Pacific Coast Championship Bowling Tournament, Golden Gate Recreation Parlors, 115 Jones Street. H. Allen, Chairman.
All Day—Pacific Coast Invitational Handball Tournament. Y. M. C. A. Courts, Golden Gate Ave. and Leavenworth. Fay Bowman and John Condon, Chairmen.
10:00 A.M.—SPECTACULAR DAY PARADE—From Van Ness Ave. and Union St., north on Van Ness to Francisco Street, west to Franklin Street, north to Bay Street, west to Buchanan Street, north to Marina Boulevard and thence west to Crissy Field, at the Presidio. All the color and romance of the West passing in thrilling review.
12 Noon to 12 Midnight—Industrial and Manufacturers Exposition in Dreamland Auditorium, Post and Steiner Streets. Display of California Products. Floor Shows at 2:45 P.M. and 8:45 P.M.
3:30 P.M.—NATIVE SONS’ AND DAUGHTERS’ CEREMONIAL. Toll Plaza of the Bridge. An impressive ritual by the grand officers of the order under the direction of J. Hartley Russell, Grand President.
4:00 P.M.—HARD-ROCK DRILLING CHAMPIONSHIP Contest preliminaries. Crissy Field at the Presidio.

8:30 P.M.—DAZZLING DRAMATIC PAGEANT, “The Span of Gold,” with JOHN CHARLES THOMAS, famous baritone, and cast of 3000. An embellished Historical Pageant of the History of California from primitive times to statehood—presented in eight stirring episodes climaxing in the breath-taking illumination of the Bridge for the first time—the greatest Pageant ever seen in the West—bringing to life the very spirit of the Fiesta—staged in an incomparable setting in the world’s largest outdoor theatre at Crissy Field in the Presidio. Tickets $2 and $1—all seats reserved—colorful costumes—captivating music—beautiful girls and the gayest of dancing scenes.
10:00 P.M.—Gorgeous Display of Fireworks, Crissy Field.

FRIDAY, MAY 28
OPENING OF GOLDEN GATE BRIDGE TO TRAFFIC
All Day—Pacific Coast Championship Bowling Tournament, 115 Jones Street.
All Day—Pacific Coast Invitational Handball Tournament. Y. M. C. A. Courts, Golden Gate Ave. and Leavenworth Street.
9:30 A.M.—Dedication of Marin Approach to Golden Gate Bridge on Marin County side as newest link in the Redwood Empire’s state highway system. Sponsored by Redwood Empire Association and attended by Governors of Western States, representatives of foreign nations and other dignitaries. Speeches by Governor Frank F. Merriam, Mayor Rossi and others in official party. "Hands Across the Golden Gate" ceremony by Harry G. Ridgway, Chairman.
10:30 A.M.—Chain-cutting Ceremonial on Golden Gate Bridge at Marin Tower, marking San Francisco-Marin County line. Participants: Mayor Rossi, William P. Filmer, President of Golden Gate Bridge and Highway District, and Frank P. Doyle, Bridge Director and Treasurer of Redwood Empire Association.
10:50 A.M.—FLORAL FESTIVAL on Toll Plaza at south Bridgehead on San Francisco side; Fiesta Queens garlanded with flowers, will form living gate, which will be opened to official party following presentation of the completed Golden Gate Bridge to the Golden Gate Bridge and Highway District by Chief Engineer Joseph B. Strauss, and acceptance by William P. Filmer, President of Bridge District.
11:00 A.M.—Massed flight over Bridge by 500 planes from Navy aircraft carriers Ranger, Lexington and Saratoga and battleships 60 miles out at sea. The greatest massed air flight ever made over San Francisco with planes in battle formation.
9:30-11:15 A.M.—Review of Colorful Cavalcades from Canada, Mexico, Western States and California Counties at Crissy Field in the Presidio. Reserved seats to grandstands $1.00.
11:30 A.M.—Bridge Opening Ceremonies at Crissy Field. Francis V. Keesling, former Bridge Director, speaker of the day. Talks by Joseph B. Strauss, chief engineer, lending clergy, officials and distinguished guests. Chairman Arthur M. Brown, Jr., presiding.
We dedicate this page to all of the men whose engineering genius—ability—and loyalty made this magnificent dream become a reality and express our gratification that VICTOR welding and cutting equipments were among the chosen tools.

VICTOR EQUIPMENT COMPANY
WELDING EQUIPMENT DIVISION
814-50 Folsom St. 3821 Santa Fe Ave.
SAN FRANCISCO LOS ANGELES
FIESTA PROGRAM (Continued)

12 Noon—Opening of Golden Gate Bridge to Traffic. Accompanied by booming of cannons, and blooming of whistles all over San Francisco and Marin County. Traffic will move over Bridge simultaneously from San Francisco and Marin County sides.

12 Noon to 12 Midnight—Industrial and Manufacturers' Exposition. Dreamland Auditorium. Post and Steiner Streets. Colorful display of California's varied products, etc. Floor Shows at 2:45 and 8:45 P.M.

1:30 P.M.—Official Fiesta Luncheon to visiting dignitaries. Commercial Club. 465 California Street.


2:00 P.M.—Fashion Shows, Entertainment, All downtown stores.

2:30 P.M.—North Coast Council Meeting, California State Chamber of Commerce.

3 P.M.—ARRIVAL OF UNITED STATES FLEET. The mightiest armada ever concentrated in an American port in peace-time. All the capital ships of the Navy led by the battleship Pennsylvania with Admiral Arthur J. Hepburn, Commander-in-Chief of the Fleet.

3:30 P.M.—Boat Ride on San Francisco Bay for visiting dignitaries.

6:30 P.M.—North Coast Council, California State Chamber of Commerce dinner.

8:00 P.M.—Russian Children's Festival, Potroo Hill Neighborhood House, 973 De Haro Street.

8:00 P.M.—Professional Wrestling Bouts, Civic Auditorium.


10:00 P.M.—Grand Fireworks Display. Illumination of Bridge.

SATURDAY, MAY 29

All Day—Yacht Regatta. Racing races, Power Boat races, and other water attractions. Start and finish line off Yacht Harbor at the Marina.

All Day—PACIFIC FLEET CHAMPIONSHIP BOWLING TOURNAMENT, 115 Jones Street.

All Day—Grand Russian Yarmarka (Russian Fair). Sigmund Stern Grove, Sloot Boulevard and Nineteenth Avenue. Depicting a bit of old Russia before the revolution and the part Russians have played in the History of San Francisco. Displaying Russian art and culture—Native Russians in costumes presenting folk songs, dances and versatile entertainment. Take No. 17 or No. 12 car direct to grove; also K car.

All Day—PACIFIC COAST INVITATIONAL HANDICOMB Tournament. Y. M. C. A. Courts, Golden Gate Ave. and价值链.

All Day—Marvelous Marin Fiesta. All Marin County holds "Open House"—Street singing, dancing, entertainment.

A.M. and P.M.—U. S. NAVY INTERSHIP BASEBALL CHAMPIONSHIP, City Play, 7th and Harrison Streets, Chestnut and Buchanan Streets, 11th and Carolina Streets.

11 A.M.—Arrival at San Francisco Municipal Airport of Aerial Cavalcades from all sections of Pacific Coast.


1 P.M.—NORTHERN CALIFORNIA CHAMPIONSHIP HORSESHOE Pitching, Golden Gate Park.

2:00 P.M.—FRONTIER DAYS WILD WEST SHOW. Crissy Field. Wild West roping and shooting—Hard-rock hand-digging, a really old-time thrilling competition revived—and for the championship of the West. Also an International Redwood Log-Sawing contest never seen before in any metropolis. Admission 50 cents.

2:00 P.M.—Tennis Exhibitions, Golden Gate Park Courts.

6:00 P.M.—Reception to U. S. Fleet and Representatives of Visiting Nations by the Army-Navy Club.

8:00 P.M.—ILLUMINATED NIGHT PARADE. From Van Ness Ave. and Union, north on Van Ness to Francisco, west to Franklin, north to Bay, west to Buchanan, thence north to Marina Boulevard to Crissy Field. More than 100 gorgeous floats, 100 bands—marching units, soldiers, sailors, marines—the whole line of march ILLUMINATED. Passing in review at Crissy Field and ending in a most spectacular display of fireworks. Admission to grandstands $1.00. All seats reserved.

10:00 P.M.—GRAND LABOR BALL. Civic Auditorium, with Al Jolson, Parkyarkarkas, Victor Young, Thelma Leads, Tiny Ruffner and Walt Roesner. Given for the families of those who died that the Bridge might be built. Under auspices of the Fiesta Committee and Golden Gate International Exposition. Proceeds to go to bereaved families of workers. Admission $2.50 and $1.00.

10:00 P.M.— Illumination by Fleet.

10:00 P.M.—International Night. San Francisco's world famed, glamorous, colorful foreign colonies to entertain with songs, dances and smokers in their individual characteristic national style. Everyone welcome.

SUNDAY, MAY 30

All Day—Russian Yarmarka, Sigmund Stern Grove.

All Day—PACIFIC COAST INVITATIONAL HANDICOMB Tournament Finals, Olympic Club.

All Day—CHAMPIONSHIP BOWLING TOURNAMENT, 115 Jones Street.

8:00 A.M.—Championship Pistol Shoot. Chairman—Captain of Police Charles Golf; Fort Funston Pistol Range, off Skyline Boulevard one-half mile south of Fleshacker Pool. Police Department, Navy and Army Teams competing. Prizes—Golden Gate Bridge Fiesta Plaques and gold, silver and bronze medals. The crack marksmen of the West in competition for first honors. Admission free.


10:00 A.M.—Massed Air Flight of Los Angeles Sheriff's Posse Squadron and Los Angeles Women's Auxiliary Corps and San Diego Sheriff's Air Posse.

11:00 A.M.—SPECIAL WORSHIP. All Churches. Army-Navy participation.

11:00 A.M.—CALIFORNIA CUP COMPETITION SOCCER GAMES. Ewing Field, Masonic Avenue near Geary Street. Douglas Aircraft of Los Angeles versus Union Española of San Francisco. Don Cameron, Chairman.


12 Noon—GALA YACHT PARADE in San Francisco Bay, off Marina.

1:00 P.M.—CALIFORNIA SOCCER CHAMPIONSHIP CUP GAMES, Ewing Field, Masonic Avenue near Geary Street.

The Sport Thrill of the Fiesta!!

MIDGET AUTOMOBILE RACES
(on America's fastest short track)

at

MOTORDROME

MONDAY AFTERNOON, MAY 31st
2:30 P. M.

* * *

12 EVENTS INCLUDING THE MAIN EVENT OF 50 LAPS

Crashes!  Smashes!  Thrills!

Cream of the Pacific Coast Big Track Drivers In a Terrific Duel for the Championship of the Fiesta

DON'T MISS THIS EVENT!

* * *

ADMISSION PRICES:

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Phone Reservations Now to Motordrome, VAlencia 9676

By street car—take Municipal "H" or White Front car No. 25.
By auto—South on Tenth street to Potrero, south on Potrero to Jerrold, left on Jerrold to Motordrome.
FIESTA PROGRAM (Continued)

MONDAY, MAY 31

All Day—Pacific Coast International Handball Tournament.

All Day—Pacific Coast Championship Bowling Tournament, 115 Jones Street.

All Day—United States Navy Inter-Ship Baseball Championship. Continuing games at city playgrounds at 7th and Harrison Streets, Chestnut and Buchanan Streets and 17th and Carolina Streets.

9:00 A.M.—Golden Gate Bridge Fiesta Skeet and Trap Shooting Championship, Lake Merced, off Skyline Boulevard, one mile south of Fleishhacker Pool.


All Day—Russian Yarmarka (Russian Fair), Sigmund Stern Grove, Sloat Boulevard and Nineteenth Avenue. A picturesque spectacle of old Russian life and costumes. Take No. 17 or No. 12 cars.

10:00 A.M.—Decoration Day Parade by United States Veterans and Decoration of Graves at Presidio. Line of march from Van Ness Avenue via Lombard Street to National Cemetery at Presidio. Committee Chairman, James B. McSheehy.

10:00 A.M.—Northern California Championship Horse Shoe Pitching, Golden Gate Park.

10:00 A.M.—Pacific Coast Championship Rowing Regatta. Course of race: Golden Gate Bridge to St. Francis Yacht Club at the Marina. Best club crews in the West participating. Prizes: Pacific Oarsmen Association trophies and medals. Chairman, Henry Kautner.

10:00 A.M.—Golden Gate Invitational Swim. Starting at Lime Point, Marin County. Finishing about 10:30 A.M. Fort Point Presidio, San Francisco. Distance about one mile. Fourteen best local open-water swimmers competing. Prizes: Golden Gate Bridge Fiesta Iold medal to each swimmer finishing the race. Chairman, George Lineer.


11 A.M., 1 P.M., 2:45 P.M.—California Soccer Champion ship Cup, Ewing Field, Masonic Avenue near Geyar Street.

12 Noon—Firing of National Salute at Presidio.

12 Noon to 12 Midnight—Industrial and Manufacturers' Exposition. Dreamland Auditorium, Post and Steiner Streets.


1:30 P.M.—Grand Military Parade. The Eleventh Cavalry from the Presidio at Monterey consisting of 500 mounted soldiers—officers and enlisted men from the Fleet—the largest naval marching unit ever seen in San Francisco —colorful National Guard battalions—California Grays, Boy Scouts, Sea Scouts, semi-military organizations pass in review before Crissy Field grandstand. Line of march from Van Ness Avenue and Union Street, north along Van Ness to Francisco, west to Franklin, north to Bay Street, west to Buchanan, north to Marina Boulevard, and thence west to Crissy Field to reviewing grandstands. Admission free to grandstands.

2:30 P.M.—Midget Motor Races at Motordrome, Bayshore Boulevard and Army Street. All the thrills and spills of auto racing. Polar Wax Building, POLAR WAX, INC. and MIDGET RACE COMMITTEE.


8:00 P.M.—Illumination by Fleet.

8:30 P.M.—Professional Prize Fights. Feature bouts, Civic Auditorium.

TUESDAY, JUNE 1

All Day—Pacific Coast Championship Bowling Tournament, 115 Jones Street.

All Day—U. S. Navy Inter-Ship Baseball Championship, City Playgrounds. Admission free.

12 Noon to 12 Midnight—Industrial and Manufacturers' Exposition. Dreamland Auditorium, Post and Steiner Streets.


4:00 P.M.—Presentation of Plaque of General Liggett to the City of San Francisco by Army and Navy Club (City Hall). Presented by Commodore George Bauer, president, Army and Navy Club. Received by Mayor Angelo J. Rossi.

6:30 P.M.—Dinner to Warrant Officers of U. S. Fleet, St. Francis Yacht Club, Yacht Harbor.

8:00 P.M.—World's Championship Badminton Match; Jack Purcell versus Gerry Reed, Burke's Gymnasium, 2350 Geary Street.

9:00 P.M.—Enlisted Men's Ball, Civic Auditorium. San Francisco's tribute to those who served their country. Two orchestras. Uniformed men free—many thrilling features and entertainment. General admission $1.00.

WEDNESDAY, JUNE 2

All Day—Pacific Coast Championship Bowling Tournament, 115 Jones Street.

All Day—U. S. Navy Inter-Ship Baseball Championship.

9:30 P.M.—Formal Military and Naval Ball. To do honor to two branches of the Nation's Armed Defense. Elks' Club, Post Street, near Powell.

12 Noon to 12 Midnight—Industrial and Manufacturers' Exposition. Dreamland Auditorium, Post and Steiner Sts.
HE CUT of the dining salon does not do it justice. Many world travelers have told us that it was the most beautiful and outstanding thing that they had seen during their entire trip around the world. Someone described it as a "poet's dream of a place to eat." The mountain brook that runs through the dining room is fed by mountain springs, and the song it sings gives you restful and peaceful environment. A thousand natural ferns, some higher than you can reach, nestle in the banks close to the water. The dining room is enclosed with the Redwood in its natural state. View of Dining Room available to Diners only.

RECREATION AMID SCENES OF NATURE’S BEST OFFERINGS

THE LODGE has just completed several very modern cabins with bed room, dressing room and bath and cottages with living room with fireplace, bed room, dressing room and bath and shower. All of the new cottages are equipped with Beauty Rest mattresses and each has an individual porch. . . . The dance floor is large and roomy, a maple spring floor adding to the charm of the dance. The ball-room has a large fireplace built of natural boulder rock and the lighting arrangement is alluring. . . . Can you imagine anything more exhilarating than a dip in the beautiful swimming pool located on the grounds? The atmosphere, warm and delightful, impels a plunge. The pool is filled with clear as crystal mountain water. Patrons swim in this pool every day during the season. It is free to our guests. . . . Tennis courts are available on the grounds of BROOKDALE LODGE. . . . Great mountain trails for horseback riding. Seventy-five miles of these trails invite you. Saddle horses are available and riding instructors are at your disposal. Regulation charges for both horses and instruction. . . . Tennis, hunting and four golf courses are easily accessible over beautiful scenic paved highways. . . . OPEN ALL YEAR.

Correspondence invited from fraternal, social, educational and civic organizations who are seeking a place well equipped for outings.

Cottages and Rooms all heated and modern.
RATES: American Plan (Room and Meals included), from $5.00 to $10.00 each. Weekly rates. Also European Plan. On S. P. Bus Line to door.

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Brookdale, California  Phone Boulder Creek 13
DR. F. K. CAMP, Managing Owner

HERE ABOUNDS ETERNAL SUNSHINE • SOFT REFRESHING BREEZES • NATURAL BEAUTY
"THE SPAN OF GOLD"
A Pageant of The Golden Gate Bridge

MAY 27—28—30 — 8:30 P.M.
At Redwood Grove Theatre, Crissy Field, Presidio

Musical Score By
CHARLES HART

Book and Lyrics By
WILBUR HALL

Soloists
JOHN CHARLES THOMAS
MARGARET O’DEA

Staged By
WILLIAM H. SMITH, JR.

(Note: Historical accuracy, costumes and chronology have been modified to meet stage and acting requirements.)

Production Manager
KENDRICK VAUGHAN

Director of Pageantry
James J. Gill

Stage Management
Robert L. Rose, William C. Todt

Personnel Direction
William J. Varley

Stage Management
Robert L. Rose, William C. Todt

Speaking Cast
Donald A. Breyer
Varnum Paul
Stanley G. Breyer

Jack Moyles
Paul Speegle

* * *

PRELUDE

VOICES OF AN UNSEEN CHORUS

Tradition ........ Charles Keenan
Achievement.......... Dwight Curo
Promise ........ Charles Mason

Each of the following episodes is announced by Tradition.

EPISODE I — INDIAN LIFE

1. The Medicine Dance.
   (Arranged by Le Barrie Studio.)

2. The Summons to a Council of the Chiefs.
   The Chief .................. Leslie Black
   The Messenger ............... Gerald McGavran

3. The Tribe Departs.

EPISODE II — THE CONQUISTADORES

1. The Cross is Raised in the New Land.

2. Ayala Reports to Rivera and Serra.
   Ayala ....................... Edward Scharetz
   Rivera ...................... Edward Jacobson
   Serra ....................... John Charles Thomas

3. Song, "Prayer of Father Serra."
   John Charles Thomas

4. The March of the Missions Chorus, Federal Theatre Project.

5. Spain Commands them to Leave.
   (Arranged by Le Barrie Studio)

EPISODE III — DAYS OF THE DONS

1. The Guests arrive for a Fiesta.

2. Traders display their goods.

3. A Bolero is danced.
   (Arranged by Le Barrie Studio)

4. Fremont Arrives and is Greeted by the Don.
   The Don .................... Edward Couvarubias
   Fremont .................... John Buttomer

5. Song, "La Culpa"
   Margaret O’Dea

6. The Fandango.
   (Arranged by Le Barrie Studio)

EPISODE IV — THE RUSSIANS—FORT ROSS

1. A Settlement is Growing.

2. The Envoy announces the failure of his Plea.
   The Envoy ................. Michael Vajenoff
   The Priest .................. Serge Donskoy
   A Russian .................. Anatole Kanshin

3. Songs of the Fatherland.
   (Excerpt from "Sadko" arranged by
    Paul Shulgin)

4. Spain Commands them to Leave.
   (Continued on Page 18-A)
This Beautiful Oil Painting of Golden Gate Bridge in full color, on heavy coated paper, suitable for framing (newspaper size), mailed to any point in U. S. or Canada for . . . . .

50¢

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GENERAL ELECTRIC
"THE SPAN OF GOLD"—Continued
A Pageant of The Golden Gate Bridge

EPISODE V — THE BEAR FLAG REBELLION
1. Mission Bells sound an early service and Vallejo salutes the Flag.
2. The Immigrants arrive and are welcomed by Vallejo.
   Vallejo ........................................ Burt Bishop
   Immigrant .................................... Edward J. McLean
3. The Children's Dance.
   (Arranged by Lucille Byrnes Studio)
4. The California Republic is proclaimed.
5. Song, "Bull Team Man"
   John Charles Thomas

EPISODE VI — GOLD
1. A Mill is built for Sutter.
   Marshall ....................................... John Deasy
   Sutter ........................................... Milton Burgkart
3. The workmen overhear the story.

EPISODE VII— THE BUILDERS
1. Crowds in a San Francisco Street await the arrival of a Steamer.
2. A Carriage drives past and the Stage arrives.
3. The Major tells a Citizen the news.
   The Major .................................... Emmet McFarland
   A Citizen ..................................... Ralph Castberg
4. Statehood.
5. The Town Celebrates.

EPILOGUE
The Message of Tradition.
The Message of Achievement.
The Message of Promise.
The Hymn of the Rainbow.
John Charles Thomas and Chorus
Illumination of the Bridge.
Stage Lighting Effects by
Laurence D. Lewis
Chas. J. Holzmueller
William Kimball

Properties by
William C. Todt
Designer of Costumes
Kenneth G. Hook
Settings and Scenery Effects by
Edgar P. Nelson, Design
Nelson, Green & Co.
Bridge Lighting Effects by
Tirey L. Ford
John B. Worden
Chas. T. Lucas
Direction of Indian and Spanish Dances
Le Barrie Studio of the Dance
Direction of Children's Dance and Children
Lucille Byrnes Studio of the Dance
Director of Chorus
E. P. Fulton, Federal Music Project
Director of Russian Chorus
Paul Shulgin

Sound Equipment Supervision
Carl Langevin Company
Sound Technician
O. A. Arrigoni
Stage and Auditorium Plans and Construction by
Clyde Healy and Chas. T. Magill
Redwood Trees Construction by
J. L. Stuart Manufacturing Co.
Concert Master and Assistant Orchestral Director
Eugene Heyes
The Orchestra is directed by the Composer
Stage Crew from
I. A. T. S. E. Local 16

ACKNOWLEDGMENTS
To Sherman, Clay & Co. for the Hammond Organ.
To Dohrmann Hotel Supply Co. for properties.
To Blindcraft for baskets.
To Railway Express for the Stage Coach.
Say "GEAR-AR-DELLY" to the Vendor

5¢ CREAM CAKES 5¢
MILK CHOCOLATE

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GHIRARDELLI’S GROUND CHOCOLATE and NUMALT

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Opening May 31, 1937
South San Francisco
First Race — 8:15 each night

May 31st (Monday)
8:15 P.M. Grand Opening Greyhound Racing
Baden Kennel Club, South San Francisco.

June 1st (Tuesday)
8:15 P.M. Greyhound Racing Baden Kennel Club.

June 2nd (Wednesday)
8:15 P.M. Greyhound Racing Baden Kennel Club.
"THE SPAN OF GOLD"

PARTICIPANTS

EPISODE I.

INDIAN LIFE

Messrs. Billerbeck Riecon Garrett Veler Amala Bailey O'Shea Castile de Oro Farnsworth


EPISODE II.—Conquistadores

Soldiers from Sixth Coast Artillery, Fort Winfield Scott

Privates:


Privates:


EPISODE III.—Days of the Dons

Police Officers:

Seel Hawkins Larsen Hanley Loss Allen Inspector Merchant Claypool Smith Post

Dell McLaughlin Hartman Magnussen West Stan Adams J. Alvarado Mrs. R. H. Allen Bill Anderson Frieda Anderson Andy Anderson June Anderson Mrs. M. J. Archibald

E. Arena Catherine Bacle Andy Banchero Irene Basso A. B. Baumann Lillian Bear Charles Blake Thomas Berggs Freda Bihm Louis Bonati Allyn Bonati Frank J. Miltenberger Jim Brooke Bob Brown

Harry Brown George H. Bairman Harry Brown W. Brannan Mrs. A. Brunner Dorothy Buehler Miss M. Burke William E. Bull Lloyd Burman Miss A. Burnett Evelyn Butler John Buttonier John Calamoni

Charles L. Calhain Edward Calhan Edna Calhan Violet Calban E. G. Calverly J. P. Calverly Mrs. Carse Don Carg Joe Chickamagu J. M. Castelli Ed Castani Bob Cavender Viola Christsten
The OFFICIAL SANDWICH for the . . . . GOLDEN GATE BRIDGE FIESTA !!
The OFFICIAL SANDWICH for your . . . . NEXT PARTY !!

WHETHER for cocktail time—tea-bridge or any social entertaining in the afternoon or evening, the smart hostess within reach of the phone, may have on short notice an appetizing variety of delicious canapes—crisp cheese rolls or dainty triangular closed party sandwiches.

FOR serving six—sixty or six hundred, luncheons, cocktail parties or midnight suppers are made more perfect with—FAMOUS DUCHESS SANDWICHES.

For your next party, big or small, call PROspect 2131 for an experienced organization, equipped to serve your most exacting requirements intelligently and economically.

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Higate 1927
Beauty of the Golden Gate Bridge is exemplified in these artistic photographs. Upper left, cloud effects and cable workmen. Left center, looking out the Golden Gate in the moonlight. Upper right, an idea of the massiveness of the South tower by night. Lower, an artistic view from the San Francisco shore.
FIESTA DAY PARADE
THURSDAY, MAY 27, STARTING TIME 10 A.M.

W. H. MOULTHRUP
Parade Director

Assistant Parade Directors
SETH L. BUTLER  EDWARD L. SILLER

Adjuants
CYRUS VOORHIES  HARRY VOORHIES

Chief Aides
HARRY RIDGWAY  E. J. GUIDOTTI

MARCHING CONTINUITY

DIVISION NO. 1
Staff Officer, William J. Quinn

Section A—
- Police Band
- Police Drum Corps
- Chief of Police Wm. J. Quinn, Mounted
- Mounted Police Color Guard
- Mounted Police Company
- Company of Foot Policemen
- Parade Director W. H. Moulthrop, Mounted
- Parade Staff, Mounted

Section B—
- Official Fiesta Band
- San Francisco Sheriff's Mounted Posse

In Automobiles
- Governor Frank P. Merriam, Mayor Angelo J. Rossi
- General Chairman Arthur M. Brown, Jr., Chief Engineer
- J. B. Strauss, and Wm. P. Filmer, President Golden
- Gate Bridge and Highway District
- Rear-Admiral A. St. Clair Smith, USN and Aide
- Major General Geo. S. Simonds, USA and Aide
- Brig. General Douglas C. McDougal, USMC and Aide
- Parade Staff Radio Car

DIVISION NO. 2
Staff Officer, C. C. Bradley

Section A—
- 6th Coast Artillery Band
- 6th Coast Artillery Battalion
- 11th Cavalry Band (Monterey)
- 11th Cavalry Battalion (Monterey)

Section B—
- 159th Infantry Battalion, National Guard

Section C—
Staff Officer, C. W. Kriens

Union Band
- Golden Gate Bridge Workers
- Golden Gate Bridge Workers Equipment

Section D—
- California Grays, Band
- California Grays, Marching Unit
- QUEEN'S FLOAT

DIVISION NO. 3
Staff Officer, Jack Simmons

Section A—
- Kittilano Boys' Band, Vancouver, B. C.
- DENVER, COLORADO, FLOAT

Section B—
- Provo, Utah, High School Band
- SALT LAKE CITY, UTAH, FLOAT

Section C—
- The Town House, Reno, Nevada, Mounted
- 1st Battalion Canadian Scottish Band, Victoria
- RENO CITY FLOAT
- RENO RODEO FLOAT
- RENO RODEO FLOAT
- RENO RODEO FLOAT
- RENO RODEO FLOAT

Section D—
- Seattle, Washington Drum Corps
- Seattle, Washington Drill Team

Section E—
- Oregon Participation

DIVISION NO. 4
Staff Officer, Ed. W. Boney

Section A—
- REDWOOD EMPIRE ASSN. MARKER
- San Francisco Polo Association, Mounted

Section B—
- Tamalpais High School Band
- MARVELOUS MARIN, INC. FLOAT
- San Rafael High School Band
- California Nautical School Marching Unit
- SAUSALITO NEWS FLOAT
- Joan of Arc Institute Y. L. I. Drum Corps
- San Rafael Institute Y. L. I. Drill Team
- THE LANG REALTY CORPORATION FLOAT

Section C—
- Sonoma County Band
- SONOMA COUNTY FLOAT
- Order of Redmen—Indian Costume Guard
- Sonoma County High School Band
- BEAR FLAG MONUMENT FLOAT
- Mounted Riders in Costume
- RUSSIAN RIVER RECREATIONAL REGION FLOAT
- Santa Rosa Canton I.O.O.P. Drill Team

Section D—
- Rincon & Gabrielle Parkers N.S.G.W. Drum Corps
- NAPA COUNTY FLOAT

DIVISION NO. 5
Staff Officer, John W. Pettit

Section A—
- Hopland High School Band
- MENDOCINO COUNTY FLOAT
- Willits High School Drum Corps
- Mounted Troop of Cowboys and Cowgirls

Section B—
South San Francisco Parlor Drum Corps
- LAKE COUNTY FLOAT

Section C—
- Fortuna High School Band
- HUMBOLDT COUNTY FLOAT
- Arcata High School Band
- GARBERVILLE C. OF C. FLOAT

Section D—
- Genevieve Parlor N.D.G. W. Drum Corps
- DEL. NORTE COUNTY FLOAT

DIVISION NO. 6
Staff Officer, Eddy Martin

Section A—
- Shasta-Cascade Wonderland Participation
- Klamath Falls American Legion Drum Corps
- Craters from Medford
- Mounted Cowboys and Cowgirls, Lassen County

Section B—
- Los Angeles Police Department Band
- Los Angeles County Sheriff's Mounted Posse
- LOS ANGELES COUNTY FLOAT

Section C—
- Santa Barbara "Columbia" Band—Spanish
- El Rodeo Riding Club, Orange County
- PASADENA TOURNAMENT OF ROSES ASSOCIATION FLOAT
Section D—  
Jos. P. McQuaide Post V.F.W. Drum Corps  
SACRAMENTO C. OF C. FLO A  
Montic Montana's Mounted Troop, North Hollywood  

DIVISION NO. 7  
Staff Officer, W. Earl Messenger  

Section A—  
Sonora Union High School Band  
Kern County Rangers, Mounted  
SOLANO COUNTY FLOAT  

Section B—  
Gustine Chamber of Commerce Drum Corps  
Gustine Drill Team  
STOCKTON FLOAT  

Section C—  
Union Band  
SANTA CRUZ CHAMBER OF COMMERCE FLOAT  

Section D—  
Independent Order of Foresters Drum Corps  
Independent Order of Foresters Drill Team  
Independent Order of Foresters Ladies Drill Team  
Juvenile Drill Team  
SAN JOSE CHAMBER OF COMMERCE FLOAT  
Louis Oneal's Mounted Troop  

DIVISION NO. 8  
Staff Officer, Burr Moulthrop  

Section A—  
Sequoia Union High School Band  
Old Glory Post V.F.W. Drill Team  
SAN MATEO COUNTY FLOAT  

Section B—  
Piedmont High School Bagpipe Band  
CITY OF BERKELEY FLOAT  

Section C—  
San Francisco Boys' Club Band  
HOTEL CLAREMONT FLOAT  

Section D—  
Twin Peaks Parlor Drum & Bugle Corps  
CITY OF OAKLAND FLOAT  

DIVISION NO. 9  
Staff Officer, Herbert Benjamin  

Section A—  
Alhambra High School Band, Martinez  
Contra Costa Sheriff's Mounted Posse  
GREATER SAN RAMON VALLEY CHAMBER OF COMMERCE FLOAT  

Section B—  
Richmond High School Band  
Pittsburg Junior Traffic Patrol  
ANTIOCH CHAMBER OF COMMERCE FLOAT  

Section C—  
Union Band  
Blessed Amelia YLI Drill Team  
Castro Family, Mounted  
MOUNT DIABLO CEMENT CO. FLOAT  

Section D—  
91st Division A.E.F. Drum Corps  
LAFAYETTE BUSINESS MEN'S ASSOCIATION FLOAT  

DIVISION NO. 10  
Staff Officer, J. Thos. McFadden  

Section A—  
Boy Scouts Scottish Drum Corps  
Mounted Troop, No. 90  
Colonial Boy Scout Drum Corps  
Massed American Colors  
Boy Scout Drum & Bugle Corps  
BLINDCRAFT FLOAT  

Section B—  
Staff Officer, Ross Wright  
Mounted Chinese Color Guard  
Chinese Band  

Two Processions of Lanterns  
One Procession of Banners  
Three Processions of Parasols  
Two Processions of Gongs  
CHINESE FLOAT  

DIVISION NO. 11  
Staff Officer, Robert Gray  

Section A—  
Olympic Club Band  
CALIFORNIA OIL & GAS ASSOCIATION FLOAT  

Section B—  
Carmen's Union Division No. 1004 Drum Corps  
INTERNATIONAL LONGSHOREMEN'S ASSN. FLOAT  

Section C—  
The Salvation Army Band  
The Salvation Army Marching Unit  
PEACE BALLOT COMMITTEE FLOAT  

Section D—  
Municipal Railway Drum Corps  
Gaucho Club Mounted Troop  
RAILWAY EXPRESS AGENCY, INC. FLOAT  

DIVISION NO. 12  
Staff Officer, Eddie Love  

Section A—  
Southern Pacific Club Band  
SLAVONIC ALLIANCE FLOAT  
Potrero Hill Marchers  

Section B—  
I.O.O.F. Girls Drum Corps  
Patriarchs Militant  
I.O.O.F. FLOAT  

Section C—  
Columbia Park Boys' Club Band  
PACIFIC GAS & ELECTRIC CO. FLOAT  

Section D—  
West of Twin Peaks Post No. 233 Algerian Patrol  
FILIPINO COMMUNITY OF SAN FRANCISCO FLOAT  

DIVISION NO. 13  
Staff Officer, Louis Goldstein  

Section A—  
Sunset Post American Legion Drum Corps  
Sunset District Mounted Troop  
SUNSET DISTRICT FLOAT  

Section B—  
Union Band  
A. CARLISLE & CO. FLOAT  

Section C—  
Gruppo Giovanile Band  
Italian Marching Unit  
FEDERATION OF ITALIAN SOCIETIES FLOAT  

Section D—  
Mission Parlor N.D.G.W. Drum Corps  
Mission Parlor Drill Team  
SAFEWAY STORES, INC. FLOAT  

DIVISION NO. 14  
Staff Officer, Joseph Harowitz  

Section A—  
San Francisco News Carriers Band  
NEGO BUSINESS ASSOCIATION FLOAT  

Section B—  
Utopia Drum Corps, South of Market  
Marina Merchants Mounted Troop  
MARIN DELL MILK CO. FLOAT  

Section C—  
Girls High School Drum Corps  
Girls High School Drill Team  
OTTO GREULE TUMBLING STUDIO FLOAT  

Section D—  
Union Band  
WARRERCRRAFT BOAT COMPANY FLOAT  
REAR POLICE GUARD  
FINIS
2—Crissy Field Parking Areas.
3—Marina Approach to Golden Gate Bridge.
4—Lyon Street Outlet from Bridge.
5—Palace of Fine Arts.
6—Golden Gate Bridge Toll Plaza.
7—Marin Approach to Bridge.
8—Yacht Harbor.
BOYES HOT SPRINGS
For Cure  For Rest  For Pleasure

Two blocks from Sonoma Mission Inn
and other moderately priced resorts
NATURAL HOT RADIOACTIVE WHITE SULPHUR MINERAL WATER
A Natural Alkalizer for Super-Acidity
Recommended for Nervous Disorders, Arthritis, Nerveitis, Rheumatism, Gout, Etc.
GRADUATE SWEDISH MASSEUR AND MASSEUSE
Swim in World's Largest Mineral Water Plunge
DANCING SODA FOUNTAIN BAR
Boyes Springs Mineral Water, Carbonated and bottled
is the All-American Mixer
Phone Sonoma 216

EDWARDS WIRE ROPE
SAN FRANCISCO

Redwood "Picket Pack"
The Packaged fence

CALIFORNIA REDWOOD ASSOCIATION
405 MONTGOMERY STREET, SAN FRANCISCO • 832 WEST FIFTH STREET, LOS ANGELES
Upper left—Bridge from above Old Fort Winfield Scott. Upper center—Massiveness of the giant towers. Upper right—San Francisco tower. Below—General view, showing San Francisco anchorage during course of construction, in the foreground, with the South pylons, start of work on South tower, and Marin tower in distance.
ANCHOR TAVERN
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Open from 7 a.m. to 2 a.m.
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Lowrie Paving Co.
1540 — 16th Street
San Francisco

John Olsen Florist
1702 Divisadero St. Phone WEST 0633

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TEMPTATION ICE CREAM
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Manufacturers of
TRIDENT AND LAMBERT
WATER METERS
NEPTUNE LIQUID METERS
Oil - Gasoline - Syrup
Hot Water

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Is It True
WHAT THEY SAY ABOUT
Finocchio’s??
ALWAYS SOMETHING DIFFERENT

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DOuglas 9222

Compliments
ED KENNY

Cervelli’s Cocktail Lounge

3309 Fillmore Street, near Lombard
Bridging the Golden Gate
THE STORY BEHIND THE CONSTRUCTION OF THE SPAN

A N AGE-OLD challenge to the genius of man and engineering science has been answered in completion of the Golden Gate Bridge.

From time to time during the past century dreamers have suggested the feasibility of a bridge across the famous harbor entrance. In 1869 San Francisco's own "Emperor Norton" in one of his proclamations "commanded" that a bridge be built across the Bay of San Francisco, not specifying where.

It was not until 1917 that the proposal gained real momentum. The late M. M. O'Shaughnessy, then city engineer of San Francisco, invited Joseph B. Strauss, builder of hundreds of bridges throughout the world, to tackle the problem.

Together they estimated the cost within a practical range and capacity would be $25,000,000 to $30,000,000 and concluded that the main span necessary would be at least 4000 feet.

Edward Rainey, then secretary to the late Mayor Rolph, became interested, and secured support of Supervisor Richard J. Welch, now a San Francisco Congressman.

The following year Strauss made his original reconnaissance.

Welch introduced a resolution in the San Francisco Board of Supervisors August 25, 1919, providing that the City and County of San Francisco undertake preliminary surveys to furnish Strauss with information necessary for a more definite study.

Further studies by Strauss followed, and findings were printed in a booklet issued jointly over the signatures of Strauss and O'Shaughnessy.

After lengthy studies, Strauss submitted a preliminary sketch and estimates in June 1921. The late Mayor Rolph showed his enthusiasm by issuing a call for a mass meeting at Santa Rosa January 13, 1923, to consider ways and means of carrying the project forward.

Representatives of 21 counties attended, and the Bridging-the-Golden Gate Association was formed.

A bill was introduced in 1921 in the California Legislature, creating an incorporated bridge district to finance, construct and operate the project as a public toll bridge. State Assemblyman Frank L. Coombs of Napa was the author of the bill, which became a law the same year, and was amended in 1925 and again in 1931.

In the spring of 1924 San Francisco and Marin Counties made a joint application to the government for a permit to bridge the Golden Gate.

The Army Engineers held a hearing in San Francisco May 16, 1924.

On December 20, 1924, Secretary of War John W. Weeks notified the committee of the War Department's approval of the project. Actual incorporation of the Golden Gate Bridge and Highway District was delayed by litigation instigated by opposing interests until December 1928.

Boards of Supervisors of the various counties whose citizens had voted to become a part of the District appointed directors who held their first meeting January 23, 1929, and organized.

Proposals were invited from eleven of the Nation's leading bridge engineering firms. After an analysis Joseph B. Strauss of Chicago was selected on August 15, 1929, as chief engineer. Leon Moiseiff and O. H. Ammann of New York and Prof. Charles Derleth, Jr., of the University of California College of Engineering were named as consulting engineers.

The engineering board met in San Francisco shortly afterwards and determined upon the basic design of the bridge. Subsequently, in accordance with provisions of the bridge act, a three cent tax was levied on taxpayers and later a two cent tax. This was used to cover preliminary engineering, legal and other work.

A field staff was organized by Strauss and specifications made for diamond drill borings to determine conditions for piers and anchorages. Bids for mine conditions for piers and anchorages.

On February 12, 1930, the engineering board met and passed on borings and presented them to the board of directors with a preliminary report of the geologist, Prof. Andrew Lawson of the University of California.

On April 15, 1930, application was made to the Secretary of War for approval of the approach road plans through the two military reservations. On May 1 application for approval of the bridge clearances for navigation were filed.

Shipping interests asked a special hearing on the clearances, which was held by the Army Engineers June 30, 1930. On August 11 the same year the War Department issued the final permit fixing the clearances.

In November 1930, the proposal for a $35,000,000 bond issue was submitted to the voters of the counties comprising the district, and the issue carried overwhelmingly. Bidding plans were prepared, and first bids received in July 1931. A taxpayers suit followed before the work was awarded, and a final court decision favoring the district was given in July 1932.

On January 5, 1933, actual construction of the Bridge was begun.
FIESTA NIGHT PARADE
SATURDAY MAY 29, STARTING 8 P.M.

PARADE COMMITTEE
W. H. Moulthrop Parade Director

Assistant Parade Directors
Seth L. Butler Edward L. Siller

Adjutants
Cyrus Voorhies Harry Voorhies

Chief Aides
Harry Ridgway E. J. Guidotti

DIVISION NO. 1
Staff Officer, William J. Quinn

Section A—
Police Band
Police Drum Corps
Chief of Police Wm. J. Quinn, Mounted
Mounted Police Color Guard
Mounted Police Company
Company of Foot Policemen
Parade Director W. H. Moulthrop, Mounted
Parade Staff, Mounted

Section B—
Official Fiesta Band
San Francisco Sheriff's Mounted Posse

In Automobiles
Governor Frank F. Merriam, Mayor Angelo J. Rossi
Chief Engineer J. B. Strauss, Wm. P. Filmer, Pres. Golden Gate Bridge and Highway District
General Chairman Arthur M. Brown, Jr.
Admiral A. J. Hepburn, USN and Aide
Rear-Admiral A. St. Clair Smith, USN and Aide
Major General Geo. S. Simonds, USA and Aide
Brig. General Douglas McDougal USMC and Aide
Parade Staff Radio Car

DIVISION NO. 2
Staff Officer, C. C. Bradley

Section A—
6th Coast Artillery Band
6th Coast Artillery Battalion
11th Cavalry Band (Monterey)
11th Cavalry Battalion (Monterey)

Section B—
United States Navy, Battleships and other units

Section C—
Staff Officer, Major J. B. Wilson
12th Battalion Marine Corps, Reserve Band
12th Battalion Marine Corps, Reserve Unit

Section D—
California Grays, Band
California Grays, Marching Unit
QUEEN'S FLOAT

DIVISION NO. 3
Staff Officer, Jack Simmons

Section A—
Kitsilano Boys' Band, Vancouver, B. C.
DENVER, COLORADO, FLOAT

Section B—
Provo, Utah, High School Band
SALT LAKE CITY, UTAH FLOAT

Section C—
1st Battalion Canadian Scottish Band, Victoria
CITY OF RENO, NEVADA FLOAT
Reno Rodeo Color Bearers
RENO RODEO FLOAT
Reno Rodeo Uniformed Mounted Troop

Section D—
Seattle, Washington Drum Corps
Seattle, Washington Drill Team

Section E—
Oregon Participation

DIVISION NO. 4
Staff Officer, Ed. W. Boney

Section A—
Fresno State College Band
REDWOOD EMPIRE ASSN. MARKER

Section B—
Tamalpais High School Band
MARVELOUS MARIN, INC. FLOAT
San Rafael High School Band
California Nautical School Marching Unit
SAUSALITO NEWS FLOAT
Sea Point Parlor N.S.G.W. Drum Corps
Lagan Institute Y L.I. Drill Team
Tamalpa Parlor N.D.G.W. Drum Corps
THE LANG REALTY CORP. FLOAT
St. Vincent's Unit CYO Drum Corps

Section C—
SONOMA COUNTY FLOAT
Redman Order—Indian Costume Guard
Castro Parlor N.S.G.W. Drum Corps
Sonoma County Mounted Troop
Precita Parlor N.S.G.W. Drum Corps
RUSSIAN RIVER RECREATIONAL REGION FLOAT
Joan of Arc Institute YLI Drum Corps
NAPA COUNTY FLOAT

DIVISION NO. 5
Staff Officer, John Pettit

Section A—
Hopland High School Band
MENDOCINO COUNTY FLOAT
Willits Drum Corps

Section B—
LAKE COUNTY FLOAT

Section C—
Fortuna High School Band
HUMBOLDT COUNTY FLOAT
Eureka High School Band
Eureka American Legion Drum Corps and Band
GARBERVILLE C. OF C. FLOAT

Section D—
Service Post No. 97 Drum & Bugle Corps
DEL NORTE COUNTY FLOAT
DIVISION NO. 6
Staff Officer, Eddy Martin
Section A—
Shasta-Cascade Wonderland Participation
Section B—
San Francisco County Council American Legion Band
Los Angeles County Sheriff's Mounted Posse
West of Twin Peaks Post No. 235 Algerian Patrol
LOS ANGELES COUNTY FLOAT
Section C—
Angela Boosters Club Band
Kern County Mounted Rangers
Section D—
Stanislaus County Boys Band
SOLANO COUNTY FLOAT
Section E—
Lodi Union High School Band
Loyal Order of Moose Drill Team
Women of the Moose Drill Team
Lodi Post American Legion Drum Corps
LODI GRAPE & WINE FESTIVAL INC. FLOAT

DIVISION NO. 7
Staff Officer, W. Earl Messenger
Section A—
Santa Cruz Fraternal Order of Eagles Drum Corps
Fraternal Order of Eagles Drill Team
SANTA CRUZ CHAMBER OF COMMERCE FLOAT
Section B—
MacFarlane Nut Company, Bagpipe Band
CITY OF ALBANY FLOAT
Section C—
Nevada City High School Band
Old Glory Post V.F.W. Drill Team
San Mateo County American Legion Auxiliary Drill Team
SAN MATEO COUNTY FLOAT
Section D—
Emeryville Industrial Post No. 1010 V.F.W. Drum Corps
Emeryville Post Auxiliary Drill Team
SANTA CLARA COUNTY FLOAT
Section E—
Toto's Pup Tent No. 8 M.O.C. Drum Corps
Gen. Jacob Smith Post No. 83 Auxiliary Drill Team
Louis Oneal's Mounted Troop

DIVISION NO. 8
Staff Officer, Burr Moulethrop
Section A—
Piedmont High School Bagpipe Band
CITY OF BERKELEY FLOAT
Section B—
Berkeley Post American Legion Drum Corps
HOTEL CLAREMONT FLOAT
Section C—
Canadian Legion Drum & Bugle Corps
San Francisco Hussars
CITY OF OAKLAND FLOAT
Section D—
Alhambra High School Band, Martinez
MT. DIABLO CEMENT CO. FLOAT
Section E—
Fraternal Order of Eagles Drum Corps, Crockett
Castro Family Mounted Troop
Section F—
Livermore Eagles Cowboy Drum Corps
LIVERMORE CITY FLOAT

DIVISION NO. 9
Staff Officer, Ross Wright
Section A—
Mounted Chinese Color Guard
Two Processions of Lanterns
Chinese Band
50 Chinese Girls in Costume with Lantern
Two processions of Gongs
CHINESE FLOAT

DIVISION NO. 10
Staff Officer, Robert Gray
Section A—
Olympic Club Band
CALIFORNIA OIL & GAS ASSN. FLOAT
Section B—
91st Division A.E.F. Drum Corps
91ST DIVISION FLOAT
Section C—
Union Band
McKinney Institute YLI Drill Team
Carmel Institute YLI Drill Team
Carmen's Union Division No. 1004 Drum Corps
INTERNATIONAL LONGSHOREMEN'S FLOAT
Section D—
Columbia Park Boys Club Band
Columbia Park Boys Military Unit
PACIFIC GAS & ELECTRIC CO. FLOAT

DIVISION NO. 11
Staff Officer, Frank Field
Section A—
Islam Temple Shrine Band
ISLAM TEMPLE BANNER
Islam Temple Patrol
Islam Temple Chanters
Islam Temple Arabians
Section B—
The Salvation Army Band
Juniper Serra YLI Drill Team
BLINDCRAFT FLOAT
Section C—
San Francisco Sciots Band
San Francisco Sciots Libyan Guard
Golden Gate Patrol No. 150 AHEPA
Rincon-Gabrielle Parlor N.S. & N.D.G.W. Drum Corps
NEGO BUSINESS ASSN. FLOAT
Section D—
Mission Parlor N.D.G.W. Drum Corps
Mission Parlor N.D.G.W. Drill Team
Phil Sheridan Council Y.M.I. Drill Team
Mission Parlor N.S.G.W. Drum Corps
San Francisco Mounted Troop

DIVISION NO. 12
Staff Officer, Herbert Benjamin
Section A—
San Francisco News Carriers Band
United Irish Societies
Ulster Ladies Drill Team
Cork Ladies Drill Team
I. R. A. Pipers Band
RAILWAY EXPRESS AGENCY, INC. FLOAT
Section B—
Gruppo Givvanile Band
Italian Uniformed Marching Unit
Sacramento Branch No. 29 Italian Catholic Federation
Drum Corps
Italian Catholic Federation Drill Team
FEDERATION OF ITALIAN SOCIETIES FLOAT

(Continued on Next Page)
NIGHT PARADE (Continued)

Section C—
Union Band
Gabriel Institute YLI Drill Team
Del Mar Institute YLI Drill Team

FILIPINO COMMUNITY OF S. F. FLOAT

Section D—
Improved Order of Redmen Drum Corps
Degree of Pocohantas Drill Team
San Francisco Elks Drill Team
Green Valley Grove Druids Drum Corps
San Francisco Mounted Troop

DIVISION NO. 13
Staff Officer, Louis Goldstein

Section A—
San Francisco Boys' Club Band
Patriarchs Militant Drill Team
Theda Rho Girls Club Drum Corps

INDEPENDENT ORDER ODD FELLOWS FLOAT

Section B—
Independent Order of Foresters Drum Corps
Independent Order of Foresters Drill Team
Independent Order of Foresters Ladies Drill Team
Independent Order of Foresters Juvenile Drill Team

OTTO GREULE TUMBLING STUDIO FLOAT

Section C—
Presidio Parlor N.S.G.W. Drum Corps
Presidio Parlor N.D.G.W. Drill Team
Commandery Chapter Order DeMolay Drill Team
Guadalupe Parlor N.S. & N.D. Drum Corps

A. CARLISLE & CO. FLOAT

DIVISION NO. 14
Staff Officer, Joseph Harowitz

Section A—
Jos. P. McQuaide Post V.F.W. Drum Corps
Jos. P. McQuaide Post V.F.W. Auxiliary Drill Team
San Francisco Chapter Order DeMolay Drill Team
Municipal Railway Drum Corps

MARIN DELL MILK COMPANY FLOAT

Section B—
Utopia Drum Corps
Job's Daughters Bethel No. 26 Drill Team
Job's Daughters Bethel No. 37 Drill Team
Genevieve Parlor N.D.G.W. Drum Corps

WARRNCRAFT BOAT COMPANY FLOAT

Section C—
Twin Peaks Parlor N.S.G.W. Drum Corps
Twin Peaks Parlor N.D.G.W. Drill Team
Alberian Institute YLI Drill Team
South San Francisco Parlor N.S.G.W. Drum Corps

SAFEWAY STORES INC. FLOAT

REAR POLICE GUARD

FINIS

The line of march for all parades will be:
From Van Ness Avenue and Union Street, along
Van Ness Avenue to Francisco Street, west to Franklin
Street, north to Bay Street, west to Buchanan
Street, north to Marina Boulevard, west to Crissy
Field at the Presidio, where it will pass the grand-
stand in review.

MANAGER

ERIC CULLENWARD
General Manager
Golden Gate Bridge Fiesta

PUBLICITY

JAMES ADAM
Publicity Director
Golden Gate Bridge Fiesta
The Golden Gate Bridge Is Opened
(Continued from Page 9)

with California's glamorous Southland, and of the final link the Bridge makes in a smooth, unbroken highway between Canada and Mexico.

Future generations will see with astonishment the full effect of the Golden Gate Bridge on the development of San Francisco and California and all Western America, and the cementing of amity and good will between three nations, the United States, Canada and Mexico.

To its builders and the engineers and especially to the man who conceived and designed it, Chief Engineer Joseph B. Strauss, is owed a debt that can never be repaid.

Completion of the Golden Gate Bridge demanded a celebration of size and scope commensurate with the Titanic structure. This, months ago, San Francisco decided to hold, an unprecedented festival of triumph and rejoicing—the Golden Gate Bridge Fiesta.

Confronted with San Francisco's long record of festivals, world famous festivals of gaiety and joy, a Citizens Fiesta Committee, appointed by Mayor Angelo Rossi, undertook the task of making this celebration of the completion and opening of its spectacular Golden Gate Bridge, the most spectacular ever held in the West.

Under the general chairmanship of Supervisor Arthur M. Brown, Jr., the committee devoted to its task the spirit, courage, genius and indomitable will that is God's gift to San Francisco and San Franciscans.

Much more than a civic celebration, however, is this Golden Gate Bridge Fiesta. It was planned to be and is a giant community celebration in which the people of the entire Pacific Coast join.

How well the Citizens Fiesta Committee has done its task may be seen and heard by the innumerable eyes and ears of all who will.

SAN FRANCISCO BAY BRIDGES COMPARISON

<table>
<thead>
<tr>
<th>Golden Gate Bridge</th>
<th>S.F.-Oakland Bay Bridge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Popular vote</td>
<td>Legislative act</td>
</tr>
<tr>
<td>Control</td>
<td>State Commission</td>
</tr>
<tr>
<td>Finance by</td>
<td>Federal loan</td>
</tr>
<tr>
<td>Total cost</td>
<td></td>
</tr>
<tr>
<td>$35,000,000</td>
<td></td>
</tr>
<tr>
<td>Length, abutment to abutment</td>
<td>$77,200,000</td>
</tr>
<tr>
<td>Length, with approach roadways</td>
<td>23,000 feet</td>
</tr>
<tr>
<td>Longest single span</td>
<td>12 miles</td>
</tr>
<tr>
<td>Cantilever span</td>
<td>2310 feet (2)</td>
</tr>
<tr>
<td>Height of towers</td>
<td>1400 feet</td>
</tr>
<tr>
<td>Deepest pier, below water</td>
<td>518 feet average</td>
</tr>
<tr>
<td>Largest pier</td>
<td>242 feet</td>
</tr>
<tr>
<td>With fender wall</td>
<td>92 x 197 feet</td>
</tr>
<tr>
<td>Two main, 29 others</td>
<td>51, all types</td>
</tr>
<tr>
<td>220 feet</td>
<td>200 feet</td>
</tr>
<tr>
<td>246 feet</td>
<td>220 feet</td>
</tr>
<tr>
<td>7760 feet</td>
<td>(2) 5732 and 4972 feet</td>
</tr>
<tr>
<td>36 inches</td>
<td>283½ inches</td>
</tr>
<tr>
<td>22,000 tons</td>
<td>18,500 tons</td>
</tr>
<tr>
<td>27,572</td>
<td>17,464</td>
</tr>
<tr>
<td>80,000 miles</td>
<td>70,815 miles</td>
</tr>
<tr>
<td>63,000,000 pounds</td>
<td>42,000,000 pounds</td>
</tr>
<tr>
<td>80,000 tons</td>
<td>152,000 tons</td>
</tr>
<tr>
<td>330,000 cubic yards</td>
<td>1,000,000 cubic yards</td>
</tr>
<tr>
<td>60,000 gallons</td>
<td>200,000 gallons</td>
</tr>
<tr>
<td>511,000 cubic yards</td>
<td>6,038,000 cubic yards</td>
</tr>
<tr>
<td>25,000,000</td>
<td>54,850,000</td>
</tr>
<tr>
<td>Motor vehicles only</td>
<td>Vehicles and electric trains</td>
</tr>
<tr>
<td>Six and 2 sidewalks</td>
<td>Six on upper deck</td>
</tr>
<tr>
<td>January 5, 1933</td>
<td>July 9, 1933</td>
</tr>
<tr>
<td>May 27, 1937</td>
<td>November 12, 1936</td>
</tr>
</tbody>
</table>

| Number of piers    | 51, all types |
| Vertical clearance (Min.) | 200 feet |
| Vertical clearance (Max.) | 220 feet |
| Cable length, maximum | (2) 5732 and 4972 feet |
| Diameter of cables | 283½ inches |
| Weight of cables  | 18,500 tons |
| Wires per cable   | 17,464       |
| Cable wire length, total | 70,815 miles |
| Tension per cable | 42,000,000 pounds |
| Structural steel used | 152,000 tons |
| Concrete          | 1,000,000 cubic yards |
| Paint             | 200,000 gallons |
| Excavation        | 6,038,000 cubic yards |
| Employment, man hours | 54,850,000 |
| Vehicle facilities | Vehicles and electric trains |
| Travel lanes      | Two on lower deck |
| Work started      | July 9, 1933    |
| Bridge opened     | November 12, 1936 |
REDWOOD EMPIRE
ALL-YEAR PLAYGROUND
LINKED BY GOLDEN GATE BRIDGE

ANOTHER dream comes true: The Golden Gate Bridge forever links the Northbay Redwood Empire counties with San Francisco—Southern Gateway to the Redwood Empire.

The completion of the $35,000,000 Golden Gate Bridge crystallizes a new era of progressive development and expansion throughout San Francisco and Northbay counties (Redwood Empire).

For years, daring and adventurous leaders in this region, with the clear vision and courageous determination of their Western pioneer forefathers, spent freely of their time, effort, energy, thought and funds—to crystallize sentiment in favor of the Golden Gate Bridge project, which finally resulted in the formation of the Golden Gate Bridge and Highway District.

The Officers and Directors of the Bridge District, together with the Chief Engineer and staff, have brought this huge project to successful conclusion, with the support of the Boards of Supervisors, taxpayers and others in the six Bridge District counties.

Leaders, comprising the personnel of the Redwood Empire Association (official highway negotiating agency for the nine counties) have been a vital factor in obtaining millions in State and Federal highway appropriations for the construction of the Redwood Empire System of Highways, serving the Golden Gate Bridge.

Difficult engineering feats characterized construction of these highways. Streambeds were moved, rock cliffs and mountains were blasted, deep canyons and wide rivers were bridged, big trees were felled and acres of dense forest undergrowth were hewn.

The Redwood Empire is duly grateful to State and Federal officials and engineers for these improvements.

The ever-increasing volume of tourist and vacationist traffic, built up over a period of years by the Redwood Empire Association's publicity and advertising schedules, "earns" the highways construction appropriations requested by the counties.

This already built-up traffic volume will contribute materially to the financial success of the Golden Gate Bridge, which is dependent upon toll-paying traffic.

The Golden Gate Bridge forever eliminates the last major water barrier in the Redwood Empire System of Highways, an important network in the Pacific Coast System of Highways between Canada and Mexico.

The Golden Gate Bridge and connecting highways will carry millions of visitors to an extraordinary variety of natural, scenic and historic attractions and recreational areas throughout the Redwood Empire.

The Redwood Empire embodies these nine counties: San Francisco, Marin, Sonoma, Napa, Lake, Mendocino, Humboldt and Del Norte (California), and Josephine County (Oregon).

San Francisco—Southern Gateway to the Redwood Empire—is a gay, cosmopolitan community, yet the dominant financial metropolis of the West. It is a city of beautiful homes and gardens, where all outdoor sports are enjoyed the year around.

Sightseers enjoy numerous points of scenic and historic interest, as well as the scintillating night-life of this colorful and romantic city.
REDWOOD EMPIRE
ALL-YEAR PLAYGROUND

SAN Francisco is noted for its many attractive scenes, its great stores and colorful bazaars. San Francisco's foreign quarters offer intriguing interest.

A tour of the Redwood Empire is like a trip around the world! You will be inspired by tall massive redwoods, old when Christ was born—the oldest living things on earth. One million five hundred thousand acres of enormous evergreen redwoods (97% of the world's supply) stand in the Redwood Empire. They are the Sequoia Sempervirens—"ever-living".

Imagine driving over improved hard-suraced highways, through 100 miles of these mighty forest monarchs! These graceful big trees reach a height of 364 feet (tallest tree in the world), a diameter of 25 feet and an age exceeding 2500 years!

Miles of picturesque seashore, dotted with recreational beaches, border the Redwood Empire—along the shoreline of the cool Pacific.

Fertile valleys, rolling foothills, colorful orchards, vineyards and fields, and dominant mountains add variety to Redwood Empire trips and tours. Two national monuments and hosts of state and county parks await you.

The Redwood Empire is an all-year playground — comfortably cool in the summer, crystal clear and a riot of multi-colored autumn tints in the fall; evergreen in the winter; a profusion of delicately colored blossoms, greenery and forest verdure in the spring—when hilltops are covered for miles with rhododendrons, oxalis azaleas and other wild flowers.

The Redwood Empire offers coolest summer routings between San Francisco and Oregon, Washington and British Columbia — by highway, rail or motor coach.

All types of hotels, resorts, auto courts and camps are available, to suit all tastes and purses—from the great metropolitan hotels of San Francisco and the deluxe resorts of the Northbay — to the smallest resort or camp. The mineral springs resorts of the Redwood Empire rival the famous spas of Europe in curative qualities and recreational features.
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A Fiesta, An Island and A Promise

NOTHING in the Western world is more highly significant this week than the final, spectacular scaling of a barrier that has, since time began, defied the passage of man by land—so that he might enter from the sea.

Here, now, the Golden Gate has become truly three-dimensional, welcoming man and speeding him along his way—by sea, by air, or by land.

Realization of this significance pervades even the gaiety of our Fiesta, for it is plain that this utilitarian spider-web spun across the Golden Gate in laborious realization of the Redwood Empire’s dream is primarily a promise, rather than a complete fulfillment. The Bridge is here; its benefits are to come.

Similarly this joyous Fiesta is a promise—a shrill of trumpets heralding the onrush of 1939 and its Golden Gate International Exposition, which will entertain an anticipated 20,000,000 visitors on its “Treasure Island” in San Francisco Bay.

This World’s Fair will carry on—past the structural achievement of the Golden Gate Bridge, past the steel glory of its mighty brother that spans the Bay from San Francisco to Oakland.

It will symbolize the meaning of these Bridges to the Western and Pacific empire that surrounds them. Three great spectacles in one great harbor!

Even to its foundations the Golden Gate Exposition will present a perfectly-assembled picture, material as well as symbolic, of Western progress. Glance for a moment back into the year 1775, when Don Manuel de Ayala sailed his tiny “San Carlos”—the first vessel ever to pass through the Golden Gate—into this safe harbor. He located the Yerba Buena shoals and charted them; they were noted merely as unsafe for navigation.

At this time the Pacific empire, even in its primitive state, lay far beyond Don Manuel’s ken—although its elements were there.

Now a 400-acre island, largest ever built by man, has appeared on the Yerba Buena shoals. It came there through the spouting discharge pipes of gigantic dredges and it will be there forever, as a central airport after the World’s Fair has ended its 288 days of gorgeous vitality in 1939.

A fitting place for a Pageant of the Pacific, a Pacific that did not exist when Don Manuel was here sixteen decades ago. An alert, alive empire of the Pacific, roaring with commerce and luring the outlander with siren songs of vacation-land.

Who can know all about this Golden Gate International Exposition on Treasure Island, when a goodly number of its marvels are not quite invented just yet? Some things are known—it will be a $40,000,000 Fiesta, bathed in mystic light that will paint the Island as a scintillating jewel from this Bridge across the Golden Gate, yet break the jewel into a million facets.

Facets that will epitomize Western and Pacific progress in industry and the Fine Arts; in commerce and in recreation; in methods and in results, in facts and in fun.

It will be a World’s Fair for specialists, and for the superficial who will be adequately delighted by the spectacle without troubling to understand the specialties. A World’s Fair, in a word, for everyone.

In it the unity of the eleven western states will be bound up within a single spacious exhibit palace, a concentration of their industrial, agricultural and vacation treasures. Unity of the Pacific trade empire will fill the Island to its granite sea-wall.

Mechanical progress, while fully represented, will not be allowed to overshadow the portrayal of this new culture of recreation which began in the West and is most at home here.

Concrete, steel and wood are mounting upward on Treasure Island today, toward the World’s Fair skyline to come. There are twenty months still ahead before the Fair opens on February 18, 1939, and every day will see further concentration of the wonders available in the Western Hemisphere. Eleven Western States, British Columbia and all the Pacific nations are enlisted.

So the Golden Gate Bridge Fiesta, a brilliant celebration of a brilliant accomplishment, is a glamorous prelude and a promise to the greater Fiesta in 1939—the Pageant of the Pacific, which will transfer an enlarged emphasis from the Construction of a bridge into its Destiny and its Achievement.
THE BRIDGE BUILDERS

Here we see a few interesting photos of the Bridge builders. No. 1, Steel workers riveting the deck supports. 2. Another steel worker is busy high above the Golden Gate. 3. A painter on the job 700 feet in the air. 4. Time out for lunch. 5. Placing reinforcing bars for deck paving. 6. Binding one of the many cable strands.
Golden Gate Bridge and Highway District

WHO'S WHO AMONG THE OFFICERS AND DIRECTORS

WILLIAM P. FILMER, San Francisco — President of Board of Directors. Native of New York State; resident of San Francisco more than sixty years; educated in San Francisco schools. President of Filmer Bros. Electotype Company since 1900, and secretary of the Cooperative Bindery Company since 1945.

Appointed director December 1928. Elected president of board at first meeting, and has served continuously since. Ex-officio member of all committees; chairman of conciliation committee; member of public meeting attendance, conciliation, and rules and policy committees.

ROBERT H. TRUMBULL, Novato, Marin County — Vice-president of Board of Directors. Native of California. Spent number of years in San Francisco in marine insurance and shipping business; past 30 years engaged in lumber, real estate, and farming operations in Marin County. Active in various agricultural organizations, banks, and other groups.

Appointed director December 1928. Elected vice-president of board. Chairman of bond and finance and celebration committee, member of employment and conciliation committees.

ARTHUR M. BROWN JR., San Francisco — Native of Alameda; educated in Alameda schools and University of California. Vice-president of Edward Brown & Sons, Pacific Coast general agents for several large American insurance companies. Member of San Francisco Board of Supervisors, serving second term.

Appointed director December 1934. Member of building, public meeting attendance, auditing, and celebration committees.

THOMAS MAXWELL, Napa, Napa County — Native of England; resident of Napa for more than 50 years. Member of Napa Board of Supervisors for more than 20 years, and chairman for part of time. Engaged in nursery business at Napa.

Appointed director January 1929. Member of building committee, and chairman of same since January 1937; also member of highways, roads and traffic, legislation, and public relations, Sausalito lateral committee, and chairman of committee to procure right-of-way for road between Napa-Sacramento "Y" and Black Point Cutoff.

HUGO D. NEWHOUSE, San Francisco — Native of San Francisco; educated in schools and Hastings College of Law, University of California. Engaged in legal profession; in charge of Red Cross athletes 1919 to 1923; president of Temple Emanuel-EL Men's Club; director University of California, College of Commerce.

Appointed director December 1933 to succeed George T. Cameron, resigned. Chairman of safety committee, member of finance, military replacements, bond and special committees.

RICHARD J. WELCH, San Francisco — Native of California; educated in public schools; entered public life early and served as wharfinger on waterfront, State Senator, and member of the Board of Supervisors for many years; elected Congressman from Fifth District in 1926 and has served since.

Also member of the Board of Supervisors, on November 12, 1918, introduced original resolution providing for a survey towards building the Golden Gate, first official public declaration on the project. Later served as one of five members of the Citizens' Golden Gate Bridge Committee which secured passage of legislation authorizing creation of the Golden Gate Bridge and Highway District.

Appointed director December 1928. Chairman of committee on military replacements, and member of bond, and World's Fair site committees.

A. R. O'BRIEN, Ukiah, Mendocino County — Native of Iowa. Educated at St. Michael's and Santa Clara University; entered newspaper field and worked in Cuba, Mexico, and Alaska; returned to California and now publisher of Ukiah Republican Press. One of members of State Board of Prison Directors.

Appointed director December 1928. Chairman of highways, roads and traffic and printing committees, and member of auditing, conciliation, and celebration committees.

FRANK P. DOYLE, Santa Rosa, Sonoma County — Native of Petaluma, educated in Petaluma, Cloverdale, Santa Rosa and San Francisco. President of Exchange Bank, Santa Rosa, since 1916. Served five years as president of Santa Rosa Chamber of Commerce and also of Petaluma and San Anselmo Chambers; treasurer of Redwood Empire Association for 15 years. Operates fruit and dairy ranches.

Appointed director December 1928. One of first supporters of bridge project. Member of auditing, bond, highways, roads and traffic, finance committees, and committee to procure right-of-way for road between Napa-Sacramento "Y" and Black Point Cutoff to connect with bridge.

JOSEPH A. MCMINN, Healdsburg, Sonoma County — Native of Petaluma, parents having crossed plains with ox teams. Operated stock and fruit ranches in Sonoma County until retirement from active ranch life; served as city trustee and later mayor of Healdsburg; 14 years as county supervisor, and an unprecedented term as sheriff. Chairman of Sonoma County Board of Supervisors when original petition for formation of district was circulated.

Appointed director December 1928. Member of finance and highways, roads and traffic committees and committee to procure right-of-way for road between Napa-Sacramento "Y" and Black Point Cutoff.

WARREN SHANNON, San Francisco — Native of San Francisco; educated in public schools; entered father's printing business; appointed San Francisco Supervisor in 1919 and has served continuously ever since. Now president of Board of Supervisors.

Appointed director December 1928. Chairman of auditing, employment, public meeting attendance, conciliation, Sausalito, and rules and policy committees; member of highways, roads and traffic and printing committees.

HARRY LUTGENS, San Rafael, Marin County — Native of San Francisco; resident and educated in San Francisco, Marin and Sonoma Counties. Publisher of San Rafael Independent; president of Redwood Empire Association for two years; secretary California Press Association; State Director of Institutions.

Appointed director November 1930. Chairman of legislation and public relations committees, member of employment, printing, building, and special committees.

JOHN P. McLAUGHLIN, San Francisco — Native of San Francisco; educated in San Francisco public schools; secretary Local No. 85, Brotherhood of Teamsters, and president of Joint Council of Teamsters; secretary-treasurer of Highway Drivers' Council of California; member of San Francisco Public Utilities Commission; former U. S. Collector of Internal Revenue, 1921 to 1933, and State Labor Commissioner. 1910 to 1933.

Appointed director January 1934. Member of National Board of Auditing, bond, conciliation, highways, roads and traffic, and special committees.

WILLIAM D. HADELER, San Francisco — Native of California; educated in grammar and private schools, business schools and University of California; State secretary of California Retail Grocers and Merchants Associations; president of San Francisco Grocery Company; president of Northern California Trade Executives' Association; executive chairman of Alliance of Retail Trade Associations; president of Certified Food Trade Press of America and editor of California Retail Grocers' Advocate.

Appointed director December 24, 1936. Member of celebrations, Sausalito lateral, safety, and finance committees and alternate member of auditing committee.

HENRY WESTBROOK JR., Smith River, Del Norte County — Native of Del Norte County; educated in public schools of Alameda and University of California; engaged in sheep and dairy farming in Smith River Valley since 1925. Appointed director December 1928. Elected director 1928, served four years, and reappointed in December 1936 for another four years. Member of employment and conciliation, rules and policy, and legislation and public relations committees, and alternate member of auditing committee.
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JAMES REED, San Francisco — General Manager. Native of Ohio; graduate of U. S. Naval Academy; following sea duty selected for Naval Construction Corps; special courses at Massachusetts Institute of Technology; shop superintendent at Philadelphia and Bremerton Navy Yards, and in various other capacities; naval attache in South America; superintendent of new construction at Mare Island Navy Yard in connection with building of tankers, destroyers, and the battleship California; on leave as assistant director of public works for City of Philadelphia.

Resigned from Navy in 1920, and held various executive industrial positions since. Appointed general manager January 1933, and served continuously since.

W. W. FELT JR., San Francisco—Secretary of the Board of Directors. Native of Kansas; resident of California 44 years; educated in Santa Rosa schools; railroad man for number of years; entered public life as deputy county recorder of Sonoma County, serving eight years, then elected county clerk, and served 16 years.

During war conducted both draft registrations in Sonoma County, also acted as Federal fuel administrator, Federal supervisor of explosives, member of County Council of Defense, and participated in Liberty Bond campaigns.

Early campaigner for Golden Gate Bridge; drafted ordinance placing Sonoma County behind Bridge; secretary of first automobile club in Sonoma County, and served in various public groups. Appointed secretary March 1929, and served continuously since.

GEORGE A. HARLAN, Marin County—Attorney for District. Native of San Francisco; educated in San Francisco and Marin County, and University of California, and Hastings College of Law; began practice of law in San Rafael in 1903; later elected to State Assembly for one term; attorney for Marin Municipal Water District.

Acted as advisor in organization movement for Bridge District, and aided in drafting the act under which the District was created, and appointed attorney for the District in 1928, and served continuously since, handling litigation, contracts, and other matters.

ROY S. WEST, San Francisco—Auditor. Native of New Mexico; educated in schools there and Stanford University, graduating from Stanford Graduate School of Business; active in Lion's International as district secretary, Junior Chamber of Commerce and other groups. Appointed assistant auditor of District in February 1936, and promoted to auditor in June the same year, following death of John R. Rockstel, the first auditor.
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THANK YOU!
San Francisco’s Golden Gate Bridge Fiesta Citizens Committee of which Mayor Angelo J. Rossi is honorary chairman; Supervisor Arthur M. Brown, Jr., chairman; Eric Cullenward, general manager, and James Adam, publicity director, extends its sincerest thanks to every individual and organization assisting in arranging and staging the Golden Gate Bridge opening celebration.

To all who contributed, in whatever degree, to the expense of the Fiesta; to the newspapers and other publications of San Francisco, of California and the Nation; to the radio broadcasting stations which have contributed so liberally of their time; and to all who have worked indefatigably within, and outside the headquarters organization, very special thanks is extended together with congratulations upon the success of their efforts.

The Citizens’ Committee feels that the Golden Gate Bridge Fiesta realizes the high expectation felt at the beginning of its work and that all who have labored on it have done their work well. Thank you all.
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The opening of the Golden Gate Bridge will be the spark that touches off a full week of thrills. A week crammed with gaiety, joy and gorgeous spectacles on land and sea. Let's all join in celebrating this mighty engineering achievement uniting San Francisco and the beautiful Redwood Empire.

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MARIN APPROACH TO BRIDGE

CONCRETE
Concrete used on the Golden Gate Bridge project totaled 254,690 cubic yards.
This would equal the displacement of 10 first-line battleships of 33,000 tons each.
It would be sufficient to build two 10-foot sidewalks on sides of the highway from Chicago to Omaha.

The Bridge is three times the length of the Brooklyn Bridge.

The two approach spans of the Bridge are 1125 feet long, each, compared to side-spans of 610 and 550 feet on the George Washington Bridge, New York, next largest suspension span.

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May 29-30—Elks Club, No. 1108, San Rafael, "20 Years After" Open House San Anselmo Post, American Legion, Open House, Legion Log Cabin, San Anselmo.

May 29—Richardson Bay Yacht Club, Marin Day, Regatta for small sailing boats of bay district on Richardson's Bay.

Hamiton Field, Army Bombing Base, Open House.

May 30—Mill Valley, Open House, all day, Old Mill Park.

Musical Chest Concert at Forest Meadows, San Rafael, 3 p.m., John Charles Thomas, tenor.

May 31—Memorial Day Exercises, Court House, San Rafael, 10 a.m.; Mill Valley Chamber of Commerce, Open House All Day.

WESTERN UNION TELEGRAM BRIDGES EVERY PROBLEM

In the gay panorama of modern living, the little yellow telegram blank has an important position in the procession.

After almost a century of experience in adapting itself to every business and social need, the Western Union telegram knows how to keep in step. It has become definitely a part of the people's daily life. It weeps or smiles or laughs or says "Thank You" or congratulates, or does whatever the public wants it to do. And it wears an appropriate dress for any special occasion, designed to fit into the modern picture, hide an anniversary, "Commencement Day", a Bon Voyage greeting or what not.

To the increasing distinctiveness of the social telegram, Western Union has now added low cost. Twenty-five or thirty-five cents anywhere in the United States, and only twenty cents locally, is today's price for the gay little social telegram, which in a flash of time spans any distance!—Adv.


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EXCAVATION
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When an engineer makes that statement, his listeners are skeptical. But it does, according to the Bridge engineers.

They will tell you that due to the constant varying winds and temperature at the Bridge site, the Bridge is always moving.

Take the cables for example. Engineers say if they were detached and laid out on the ground they would be 21 feet shorter than their hanging length. That measurement is the "stretch" caused by the immense load they support.

These factors were an important element in the designing of the Bridge, and the elements enter into them.

If temperature dropped from the San Francisco normal of 70 degrees to 30 degrees, the cables will contract. This would "pull" the giant towers closer to each shore, and the roadway of the span would be automatically raised in the center of the span where the cables reach down to support the center.

The maximum rise under such conditions would be ten feet, it is estimated. With a high temperature and a full load of traffic, the roadway would drop ten feet at the extreme. Therefore, the 220 foot clearance at the center of the span as required by the War Department was raised to 236 feet to fill requirements.

And while motorists crossing the span won't be able to feel it, engineers say wind pressure and other elements are capable of swinging the Bridge deck at its center sideways as much as 21 feet.

This "giving" or elasticity gives strength to the whole structure and absorbs stresses and strains.

Gallons of Paint

Paint, great guardian of science against rust and corrosion of steel, has played an important part in the completion of the Bridge, and will continue to serve through the ages.

Approximately 110,000 gallons of paint, of a color specially designed in the bay district, and known as "international orange," was required to paint the Bridge with the necessary coats.

Permanent crews of painters will be kept busy constantly on the gigantic span, working up and down the sky-high towers and truss work—any place where there is steel, to keep the painting program up to date and prevent actions developed by the salt air, and other unusual weather conditions which prevail at the Bridge site.
WINE LOVERS ARE CORDIALLY INVITED TO VISIT OUR ASTI WINERY

On the Redwood Highway between Cloverdale and Healdsburg, is picturesque Asti. In this "Village in a Vineyard" nestled among the vine-clad hills in northern Sonoma County, is the world-famous ITALIAN SWISS COLONY winery. Wine Lovers, visiting the Bay Counties for the celebration of the world-famous Golden Gate Bridge, are cordially invited to visit the winery at Asti.

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Lights

As the sun watches over our Golden Gate during daylight hours, so will the lighting system of the great Bridge watch and guard travelers across it at night.

Every possible emergency that might arise has been cared for in planning the lighting system, and the Bridge, through a dual system, is assured of never being in darkness under normal conditions.

A power sub-station has been installed near the South, or San Francisco tower, which will receive a line carrying 11,000 volts from the Pacific Gas & Electric Company. Transformers will "step-down" this voltage to 2300 volts and transmitted to the Bridge lighting system.

Should any emergency arise which would stop the flow of the regular power, the "load" will automatically be taken over by an emergency system. This plant is operated by a gasoline engine at the Bridge site.

In addition to the vast array of sodium vapor lights on the Bridge roadway, current is also needed for the aerial beacon light atop the San Francisco tower, and the lighthouse at the base of the tower, which replaces the historical old Fort Point Light.

Wind Pressure

When it comes to wind, the Golden Gate Bridge can take it, according to engineers.

While the highest recorded wind velocity at the Golden Gate is 64 miles per hour, the Bridge is designed to resist a 90-mile per hour wind, or a force of 30 pounds per square foot of exposed surface.

Also, if an unusual wind should develop, the Bridge would be promptly "unloaded" of all traffic, and resistance increased tremendously.

Military Construction

National defense had prominent consideration in the building of the Bridge.

Because its roadways pass through two military reservations, it was necessary to obtain permits from the War Department. The Golden Gate Bridge and Highway District, representing the people, promised to pay for the replacement of military facilities moved because of its routing.

A modern, bomb-proof powder magazine was built at a cost of $125,000, a fire control station for the Coast Artillery, repair shops, some quarters replaced, and a rifle range moved. Also, rerouting of a railroad line serving the Presidio was necessary, as well as changes in other lines of communication involved in the national defense.

Comparisons

For purposes of comparison with widely known existing structures, the towers of the Golden Gate Bridge are:

- 191 feet taller than the Washington Monument.
- 313 feet taller than the Russ Building, San Francisco's tallest skyscraper.
- 179 feet lower than Mount Davidson, San Francisco's highest point.
- 239 feet lower than the Eiffel Tower in Paris.
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DELICIOUS MAYFAIR SALAD BOWL  
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1187 GARFIELD  
Third Floor  
"In a Select Atmosphere"  

The Golden Gate Bridge gives a bird's-eye view from the tower tops of twenty-seven and one-half miles.  

The roadway of the Bridges is as high above the water as a 23 to 25 story building, depending on temperature and tides.  

A string of automobiles reaching from the Mexican border to the Oregon line can be accommodated on the six-lane roadway of the Bridge, moving at a speed of 23 miles an hour, engineers estimate.  

Clearances of the Bridge are greater than any other suspension span in the world, measuring 4200 feet from center to center of the main towers, or 700 feet, 20 per cent, longer than the George Washington Bridge across the Hudson River at New York. Vertical clearances vary from 210 feet at the towers with normal high water to 220 feet in the center under the same conditions, or 236 feet at low tide and temperature.  

The Bridge is the first one in the world to span the outermost entrance to a great harbor.  

The two 36 inch cables of the Bridge weigh 11,000 tons each, and contain 25,572 separate wires each.  

Concrete paving of the Bridge roadways and sidewalks covers 723,000 square feet, with an additional 273,000 square feet in the Presidio viaduct.  

New inlets and outlets to an area heretofore comparatively inaccessible, and one of the richest in the world, the Redwood Empire, are provided by the Bridge.  

Civic Center  
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Bessie M. Evans, Proprietor  
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**BRIDGE FACTS**

Estimated time saving for motorists using the Bridge compared to ferry schedules is 53 minutes per round-trip for commuters between Marin County points and San Francisco.

* * *

The Bridge makes motorists independent of fog and other weather changes, eliminating traffic tie-ups, and gives them more leisure time.

* * *

Increased property values alone will pay the entire cost of the Bridge in the area it serves, experts declare.

* * *

One of the most impressive marine promenades and driveways in the world across a great body of water is provided by the Bridge.

* * *

The Bridge will distinguish San Francisco's great harbor entrance to a larger degree than the Statue of Liberty does New York harbor.

* * *

The Bridge will aid navigation into the harbor with a lighthouse and fog-signals on the structure.

* * *

Designated as a direct aid to military operations between the two military reservations at either end of the Bridge, it is the only project of its kind connecting two such reservations.

* * *

Thorough research of geologists fully provide for earthquake stresses on the Bridge.

* * *

Scenic splendor unsurpassed is provided by views from the Bridge and its approaches through two military reservations.
Not much of an artist
but —

His picture-writing survives to tell us how he lived—what he ate. And scientists point out that these old savages’ rough, primitive fare kept their teeth well exercised, healthy and strong. We moderns eat softer foods — give our teeth too little healthful exercise.

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DENTYNE DELICIOUS CHEWING GUM
There's No Delay The Gate Bridge Way

No Waits - No Inconvenience

The Direct Route to the Redwood Empire, Sacramento Valley and Pacific Northwest

TOLL RATES

AUTOMOBILES… taxi, hearses, commercial or light delivery automobiles (weighing less than 3000 lbs. unladen), with driver and not to exceed four passengers................................................................. $ .50
Additional passengers, each................................................................. .05

COMMUTE …… Passenger automobiles only, with driver and not to exceed four passengers. Thirty (30)
one way trips in any sixty (60) day period, including date of sale................................................................. 11.00
Additional passengers, each................................................................. .05

TRAILERS…….. drawn by automobiles ................................................................. .50
Passengers riding trailer, each................................................................. .05

MOTORCYCLES…… or passenger tricars, with driver and one additional passenger................................................................. .25
Additional passengers, each................................................................. .05

PEDESTRIANS…… including bicycle, each way................................................................. .05

GENERAL RULES

The Golden Gate Bridge and Highway District has erected signs, indicating each entrance to the Golden Gate Bridge. Any vehicle which passes such signs becomes immediately liable for the prescribed toll for such vehicle.

Commutation books may be purchased at the toll booths or at the office of the District at the San Francisco Toll Plaza. The coupons of any one book, when presented by driver of a car at the toll gate, whether or not he is the original purchaser of such book, will be honored to cover transit of the car he is driving at the time and no other car that may be accompanying him. The book of issue must be shown at the time of passage.

Commutation books may be redeemed at the office of the District at the San Francisco Toll Plaza at their sale price, less used coupons, if any, computed at 50 cents each, if presented by original purchaser for redemption within 60 days from their date of expiration.

The following charges will be made for special services not included in the toll rate:

Tow charge on Bridge................................................................. $1.50
Tire change ................................................................. 1.00
Gas Delivery ................................................................. .50 first gallon.
................................................................. .30 each additional gallon

Truck and bus pickup and tow................................................................. 4.50 per hour
Extra work on bus or truck................................................................. 1.50 per hour

Inspection of vehicle subject to permit:
At Toll Plaza, San Francisco................................................................. Free
Within 10 miles of Toll Plaza................................................................. .50.00
More than 10 miles from Toll Plaza................................................................. Actual cost as determined by Golden Gate Bridge and Highway District.

All disabled cars will be picked up immediately and towed to San Francisco Toll Plaza by the District's emergency towing service. Such pickup service will be charged for at the foregoing rates. After disabled cars have been brought to the Toll Plaza, the owner may employ outside services if he so desires.

SPECIAL TRAFFIC RULES

THE GOLDEN GATE BRIDGE is a PUBLIC HIGHWAY and the provisions of the VEHICLE CODE and other laws relating to public highways are applicable thereto.

EMERGENCY PHONES have been installed along the roadway. When putting through a call, announce the number of the call box you are using.

BICYCLES will be permitted only on the Bridge sidewalks, where they may be pushed, not ridden.

VEHICLES must not cross center line strip, as indicated by reflector markers.

NO "U" TURNS shall be made on Bridge except with permission and under direction of the California Highway Patrol, or uniformed employee of the Golden Gate Bridge and Highway District.

TIRE CHANGES and repairs shall not be made on the Bridge except when authorized by a member of the California Highway Patrol and done in his presence.

SLOW-MOVING VEHICLES must keep to the extreme right side of the roadway.

NO VEHICLE MAY leave the Bridge or its approaches and enter upon army reservations except by special authority granted by the Commanding General of the Ninth Corps Area. Locked gates and guards are maintained on the reservation roadways to prevent violation of this clause.

Drive carefully . . . . Enjoy the Bridge Yourself and Help Others Enjoy It.
DOUBLE COLA

is the Fiesta drink!!

THE SURPRISE DRINK OF THE YEAR

SPARKLING-
STIMULATING-
DOUBLE QUICK
ENERGY

DOUBLE QUICK ENERGY

Served Ice Cold at all GOLDEN GATE BRIDGE FIESTA Stands

A Great Drink - A Mighty Flavor