

Double Dividends ON YOUR '40 VACATION

ALWAYS WANTED TO SEE NEW YORK? Must see the World's Fair? This year do both and make your vacation budget pay double dividends.

New York in the spring is a gay place, and summer and autumn speed the pace. The curtain is up on Broadway and the show goes on—the greatest actors in the world on its stages. Museums hold priceless art treasures . . . the secrets of the stars are dramatically revealed in the Planetarium . . . the promise of new and amazing discoveries is found in the towering shafts of Radio City. . . . "Play ball" with the city's three major league baseball teams—the Giants, the Dodgers, the World Champion Yankees. See the champion leather pushers in Madison Square Garden. Visit the Empire State, tallest building in the world. Bask at some of the world's finest beaches.

FUN . . . FUN and more Fun

ON TO THE FUTURE via the entertaining exhibits of American industry . . . glimpse the onward rush of science . . . the miracles of tomorrow.

Thrill to the merriest, maddest, mightiest entertainment in the world on all sides of you. Fifteen hundred free exhibits . . . breath-taking air shows . . . rollicking parades . . . concerts . . . movies . . . never a dull moment. It's fun . . . fun . . . and more fun . . . and it's FREE.

Travel AMERICA!

THEIR RICH histories lend romance to the story of the States . . . a story excitingly told at the Fair. One by one, in glorious procession, the scenic beauties and historic landmarks of the American nation march before the eyes of the visitor. In the Court of States you get a United States panorama . . . a knowledge of the industry and culture of every section of the country. The President urges you to "travel America" this year. Travel America . . . TO the Fair . . . and AT the Fair!

Round the World IN A DAY

TIME WAS when 80 days for circling the globe was a fantastically short time born in the imaginative mind of Jules Verne. Then Howard Hughes girdled the world in four days. And now, in the exotic foreign section of the World's Fair, you can sample the charm and culture, view the life and customs of foreign lands within 24 hours. From the palm-fringed shores of the tropics . . . to the fjords of the north . . . from the boulevards of Paris . . . to the tinkling temple bells of the far-off Orient . . . from the Antilles to the Antipodes, the Fair spans the earth.

This summer you can go "abroad at home"—safely, comfortably—along peaceways that emphasize brotherhood, not bombs.

Your WORLD'S FAIR FROM MAY 11, 1940

ADMISSION: Adults 50 cents, children 3 to 13 inclusive, 25 cents. Special rates to groups.

EXHIBITORS: The great nations of the world, our own Federal Government; States and Territories . . . industry, labor, civic groups . . . arts and sciences.

AMUSEMENT AREA: The biggest, gayest, Amusement Park in the World.

COST: A \$155,000,000 show with 1,500 free exhibits.

REST ACCOMMODATIONS: Thousands of benches . . . hundreds of conveniently located rest rooms . . . the cool shade of 7,000 trees . . . spacious picnic grounds for family basket-lunches . . . cool, refreshing fountains . . . millions of flowers.

SPECIAL DAYS: You can have a special day dedicated to your community or organization at the Fair. Hundreds of special events already have been booked to give every day a new program.

TRAVEL INFORMATION: Attractive reduced rates. . . . See your local ticket agent . . . also for details for all-expense tours.

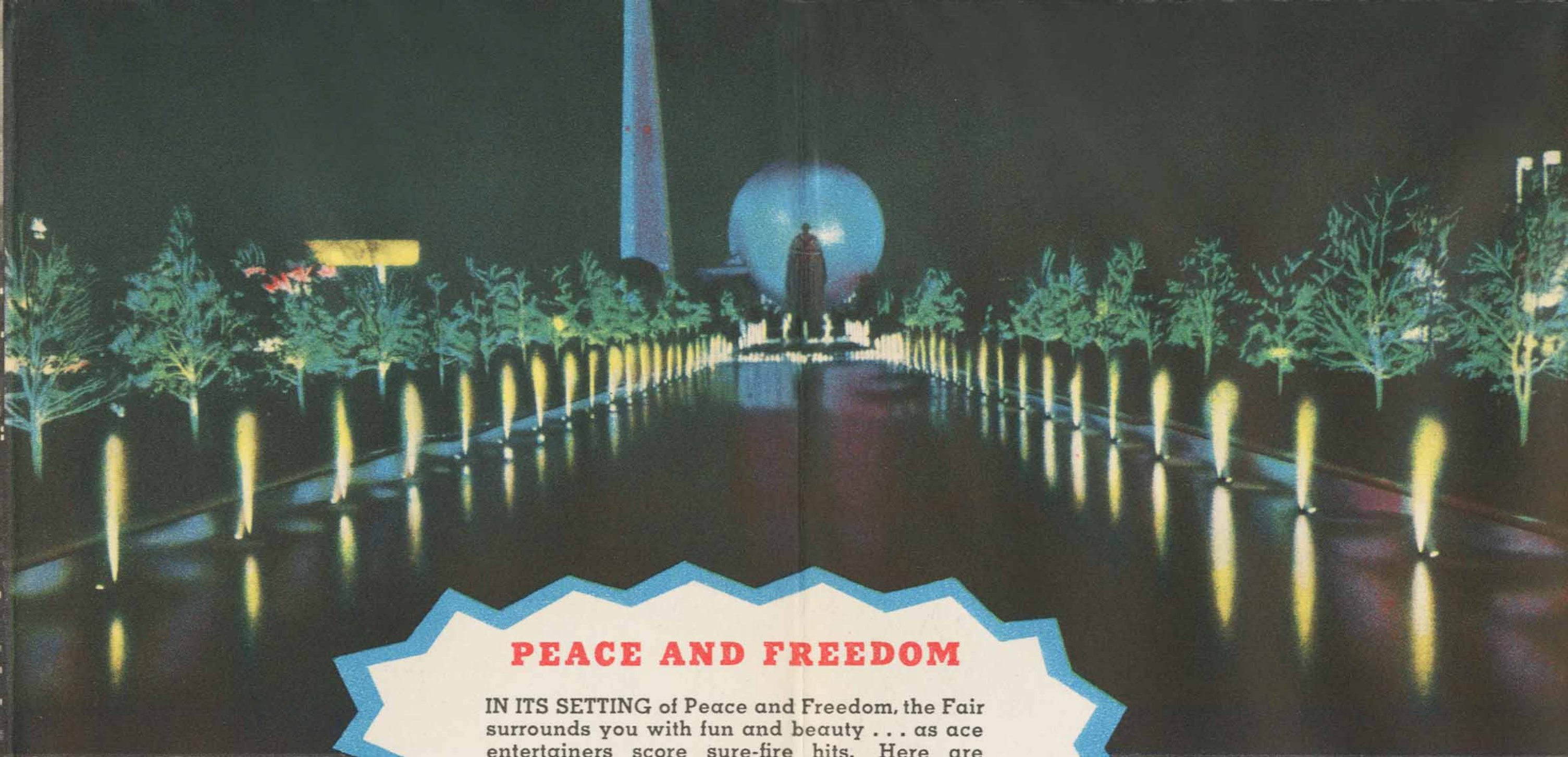
FAIR INFORMATION: We invite you to write Information Service, World's Fair of 1940 in New York . . . or phone World's Fair 6-1940.

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THE CITY OF LIGHT

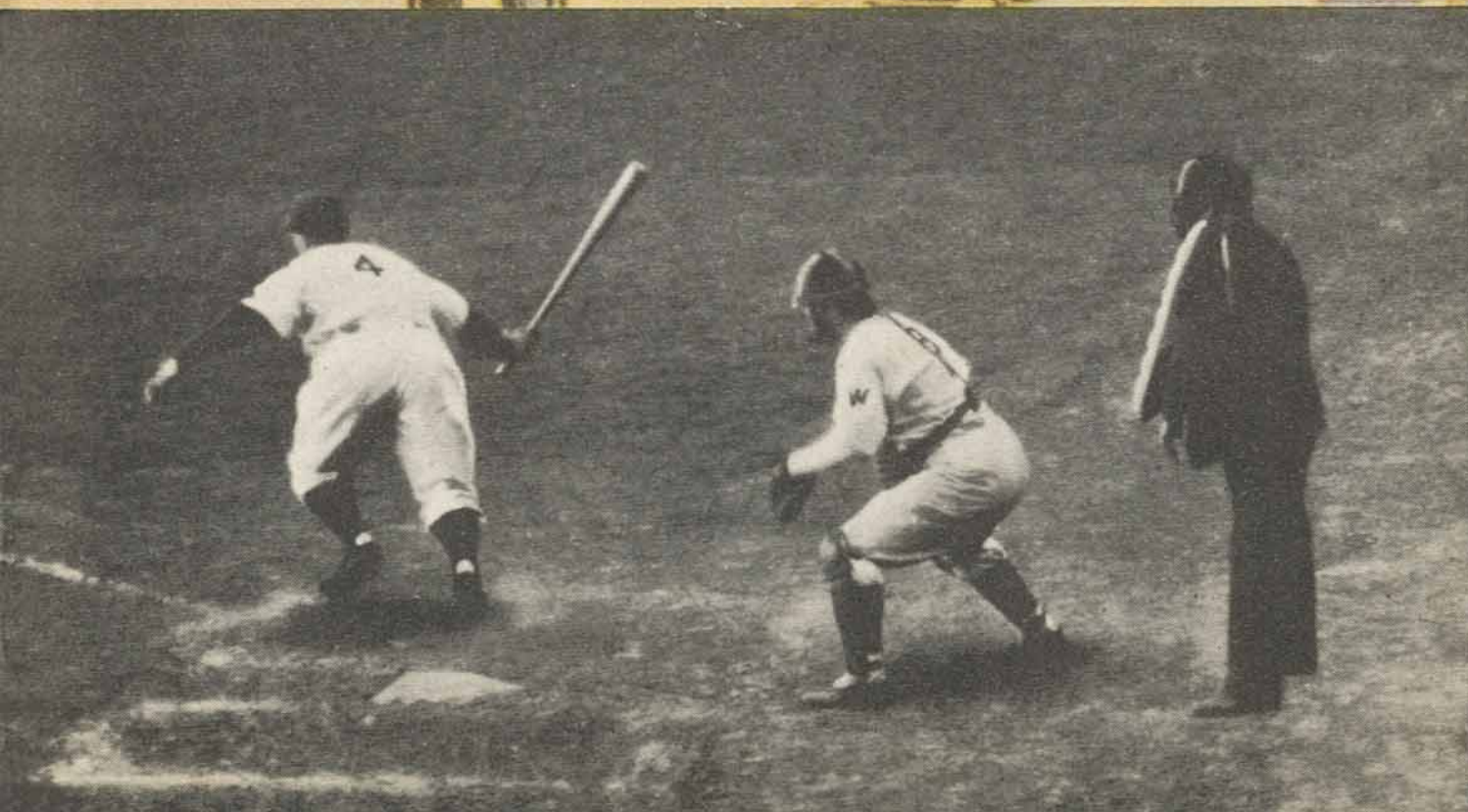
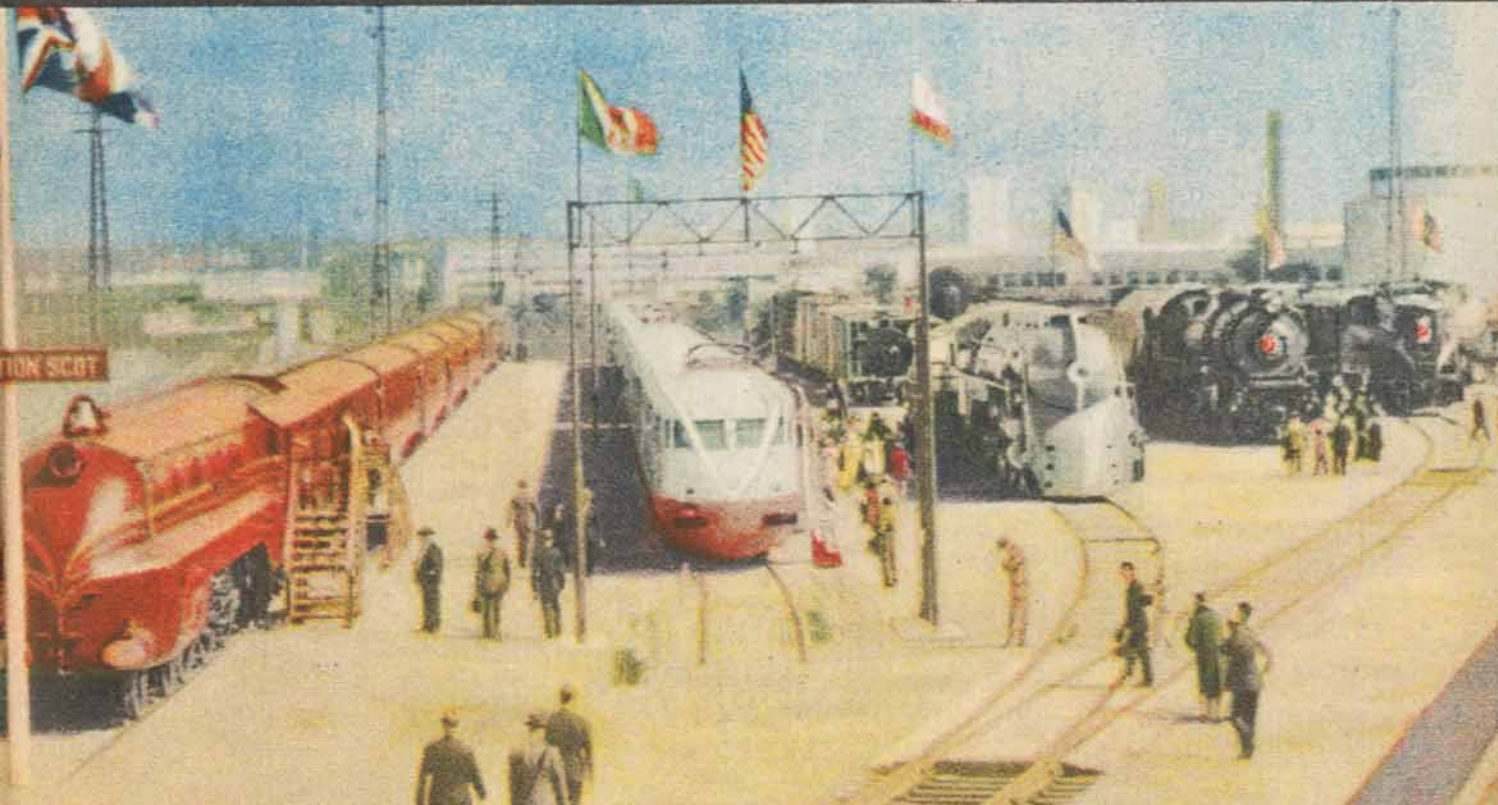


PEACE AND FREEDOM

IN ITS SETTING of Peace and Freedom, the Fair surrounds you with fun and beauty . . . as ace entertainers score sure-fire hits. Here are sparkling, informative exhibits of commerce and industry . . . cool, refreshing landscapes . . . the thrills of the biggest city in the world.



Sun Valley beauties steal a dip in one of the Fair's 25 pools and fountains

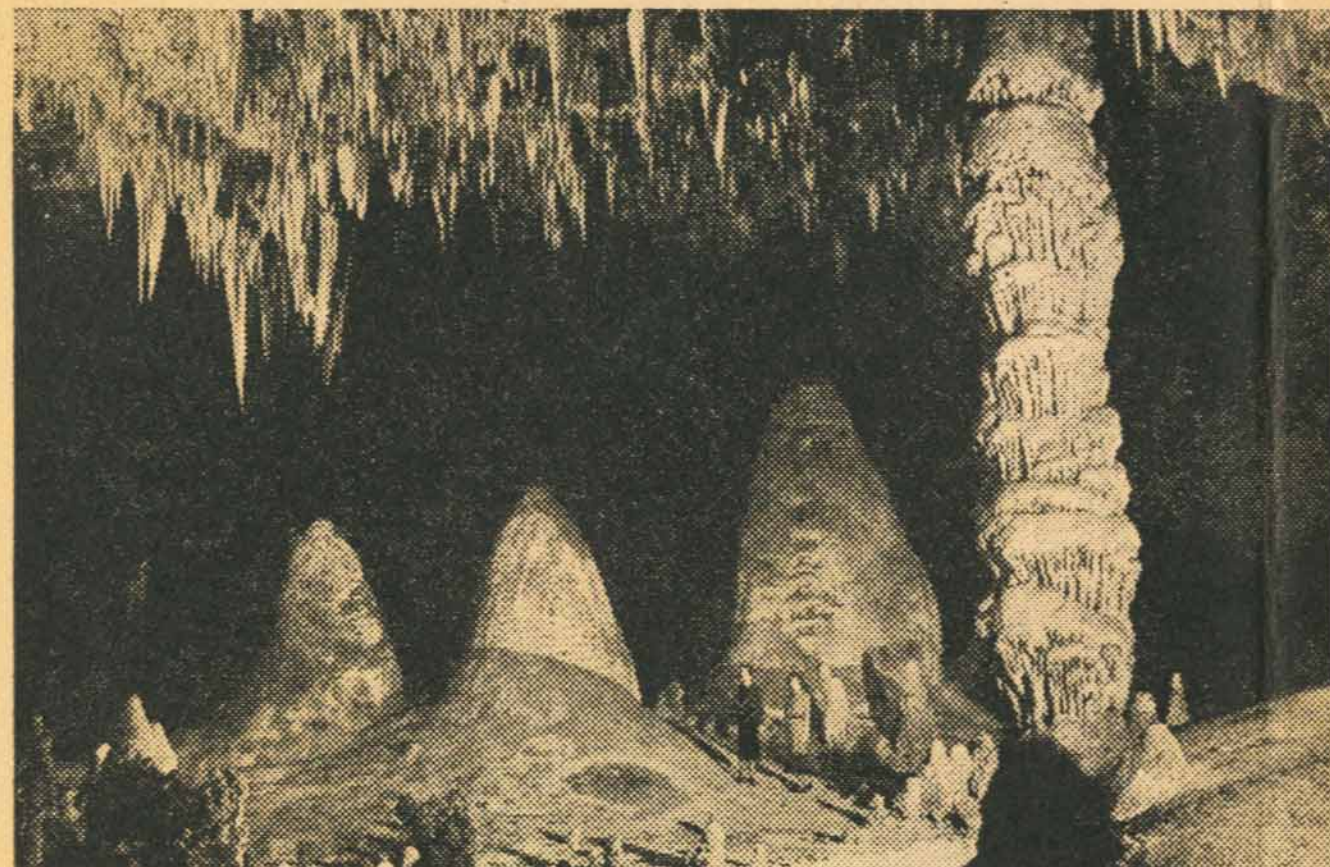


New
RAILROADS
on Parade

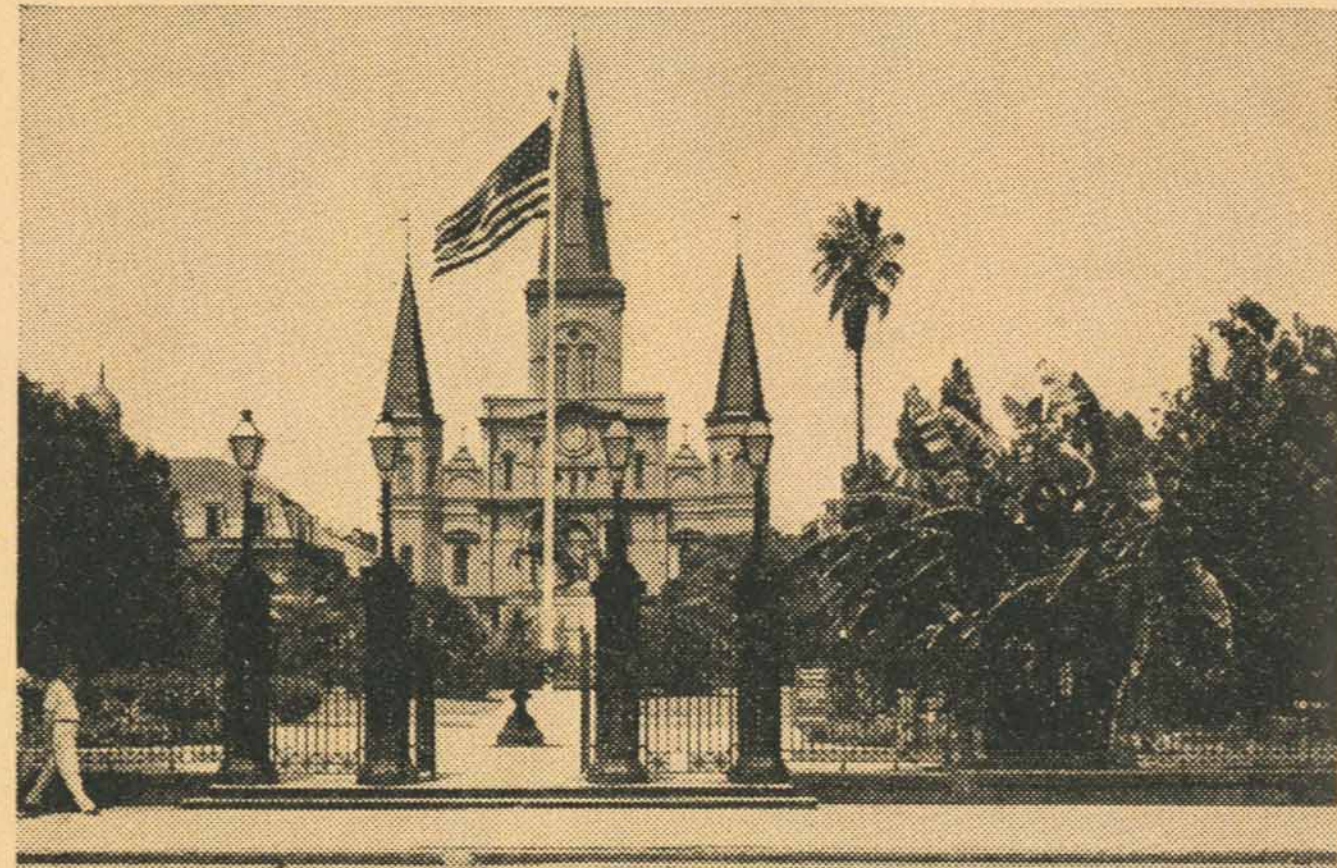
A dramatic musical extravaganza with a cast of 250
4000 seats 25 cents 4 performances daily

PRESENTED BY THE EASTERN RAILROADS

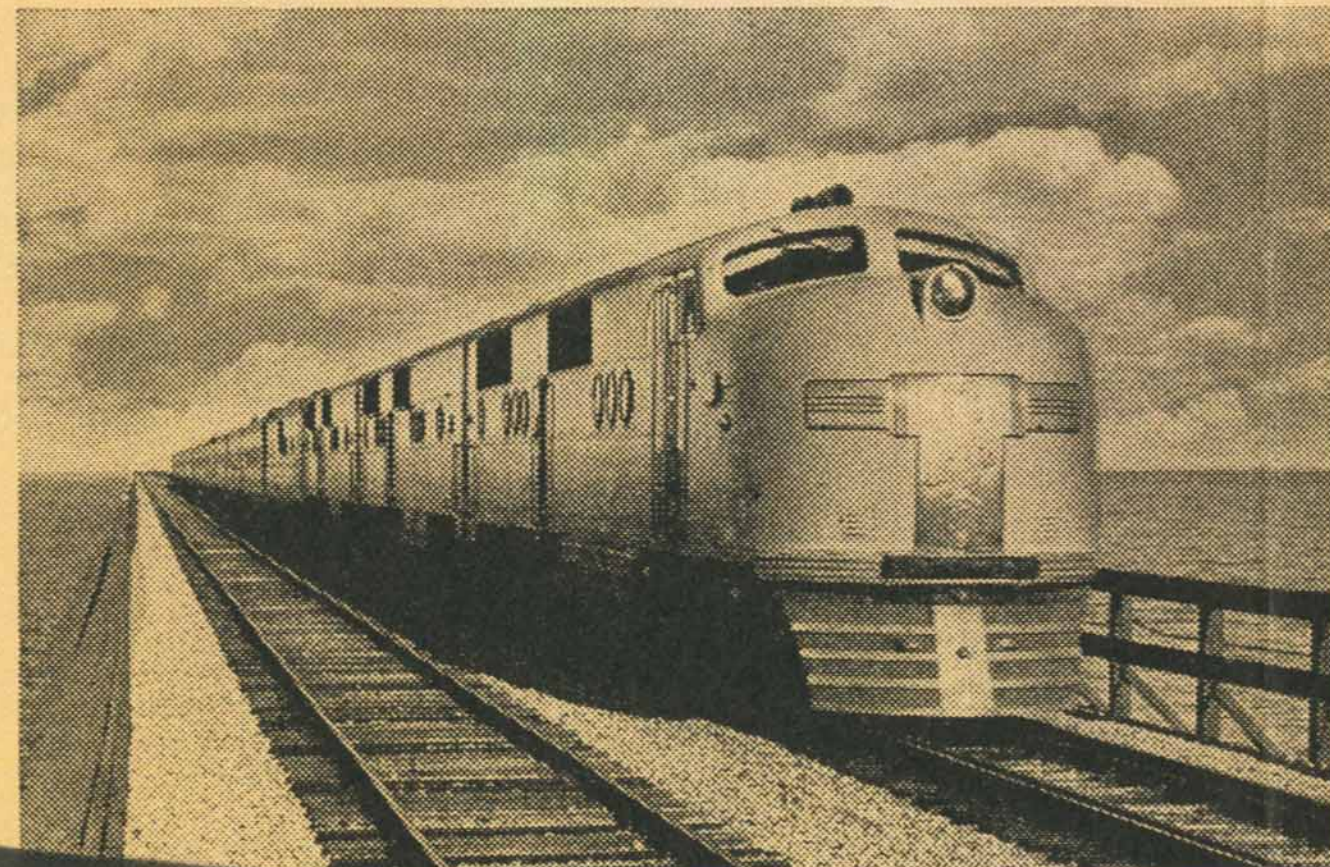
HOW TO SEE TWICE AS MUCH ON YOUR TRIP TO NEW YORK



Carlsbad Caverns National Park, Golden State Route



Romantic old New Orleans, Sunset Route



Crossing Great Salt Lake, Overland Route



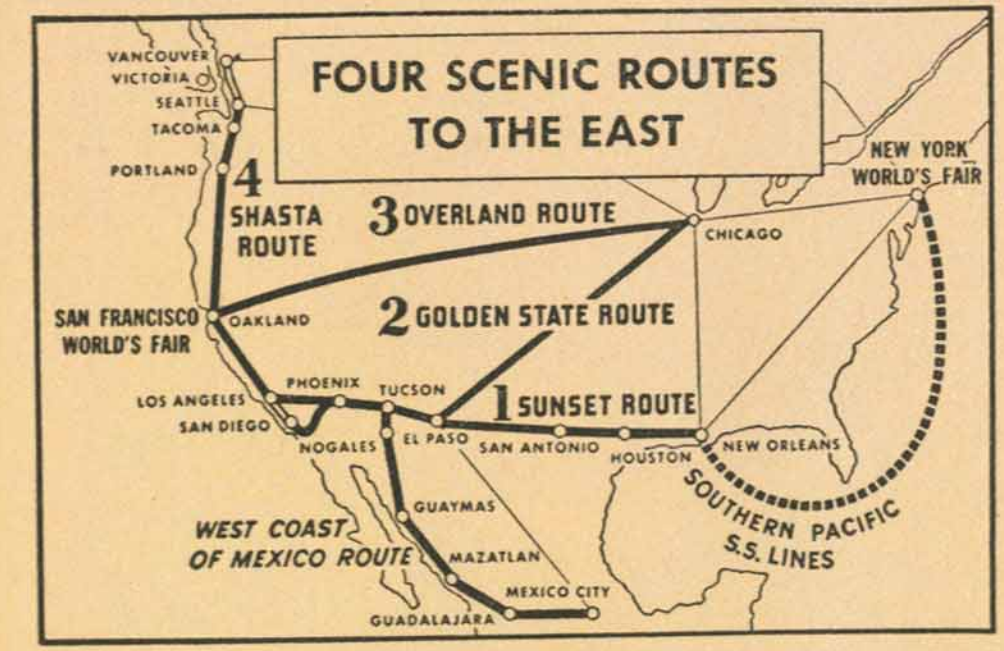
Majestic Mt. Shasta, as seen from Shasta Route

When you go east on Southern Pacific, you aren't limited to one route or one kind of scenery. Southern Pacific gives you a choice of FOUR Scenic Routes, each showing you an entirely different part of the United States.

By going east on one of these routes and returning on another S.P. route, you see TWICE as much—in most cases for not 1¢ extra rail fare! Every train on these four routes is air-conditioned.

GO ONE WAY, RETURN ANOTHER

Sunset Route shows you Southern Arizona, El Paso, the Mexican Border country, Texas, the Old South and New Orleans. Famous trains: the "Sunset Limited" and "Argonaut."



New York City— World's Fair All Expense Tours

These tours cover every necessary expense (except meals) from the time of your arrival at New York City until your departure, for periods of from two to seven days, including transfer from railroad station to hotel, hotel accommodation, sightseeing tour of the city and a visit to the Fair. In order that you may plan a trip within your budget, you will have the choice of various price hotels, all with comfortable and satisfactory accommodations and service.

These all expense tours are on sale at all S.P. ticket offices.

From New Orleans you can continue east by rail or sail to New York on S.P.'s popular "S. S. Dixie" (small additional fare, but berth and meals aboard ship are included).

Overland Route, shortest way between Northern California and the east, climbs the High Sierra and the Rockies, crosses Great Salt Lake on the daring Lucin Causeway. Two super-speed, extra fare trains: the Streamliner "City of San Francisco" and the "Forty-Niner", each leaving five times a month. Also fast daily service on the "Overland Limited", "San Francisco Challenger" (chair car and tourist exclusively) and "Pacific Limited".

Golden State Route is the direct route from Southern California to the east, through Southern Arizona, El Paso (stopover point for the Carlsbad Caverns National Park Tour), New Mexico and the fertile middle west. Two great trains: the "Golden State Limited" and the "Californian" (chair car and tourist passengers exclusively).

Shasta Route joins California with the Pacific Northwest, connecting with transcontinental lines. Route of the fast, all-Pullman "Cascade", the "Oregonian" and two other trains.

If you live in western Oregon or Washington, Southern Pacific will take you east via California and the San Francisco World's Fair (May 25 to Sept. 29, 1940) for no extra rail fare.

Any Southern Pacific representative will be glad to help you plan your trip. If none is near you, write one of the following:

J. A. ORMANDY F. C. LATHROP G. B. HANSON
Gen'l Pass'r Agt. Gen'l Pass'r Agt. Gen'l Pass'r Agt.
Portland, Oregon San Francisco, Cal. Los Angeles, Cal.

J. D. MASON L. H. TRIMBLE
Gen'l Pass'r Agt. Gen'l Frt. & Pass'r Agt.
El Paso, Texas Phoenix, Ariz.

F. S. MCGINNIS, Vice Pres., System Pass'r Traffic
San Francisco, Calif., and Houston, Texas

American Jubilee



PLENTY OF ROOMS
at low prices

AMERICA STRIDES the stage in this romantic, song-spun review fusing musical comedy, circus, opera and pageant. The great names of the entertainment world are here—Arthur Schwartz, Oscar Hammerstein, II, Leon Leonidoff of Radio City Music Hall, and Albert Johnson. They've blended their talents in a star-spangled spectacle rivalling anything the theatre has seen in scope and splendor.

The four outstanding episodes in the rise of a mighty nation parade before your eyes. The inauguration of George Washington . . . the feverish story of discovery of gold in California . . . a tumultuous welcome to Jenny Lind . . . "Swords and Roses," ending as President Lincoln enters Ford's theatre . . . then the Gay Nineties cavalcade, thundering to a climax with Teddy Roosevelt.

Three hundred performers and forty trained horses take part in this great spectacle . . . and you can see it at the Forty Fair for forty cents.

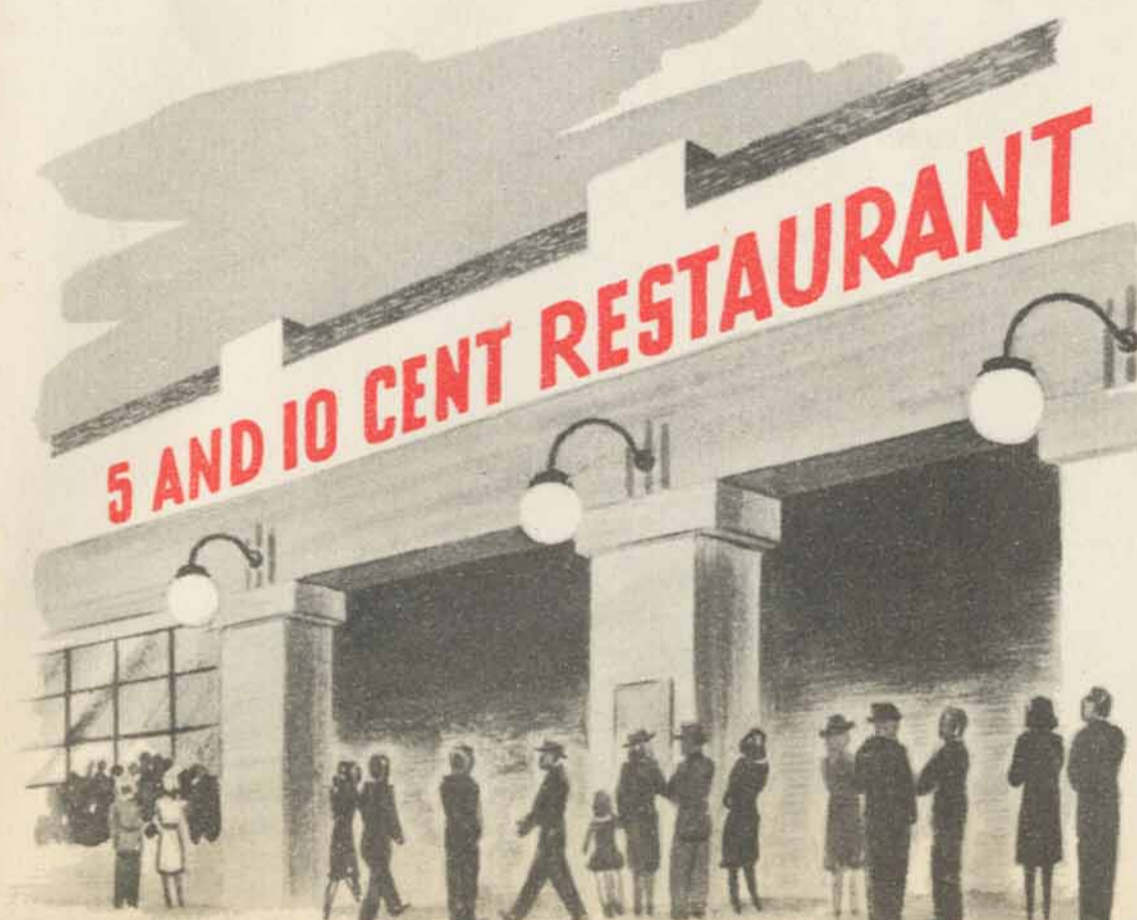


NEW YORK CITY can accommodate daily approximately 600,000 visitors. Hotels can care for about 80,000 between \$1.50 and \$3.00 per day and about 170,000 more between \$3.00 and \$5.00 per day. In addition there are registered and inspected private homes and rooming houses which will accommodate about 200,000 at \$1.00 and \$1.50 per day per person.

Information regarding rooms in hotels may be obtained through the Hotel Association of New York City, Inc., 221 West 57th Street—Circle 7-0800, or see your local travel agent. Rooms in hotels and private homes may also be obtained through the Mayor's Official World's Fair Rooming Bureau, Chamin Building, 42nd Street and Lexington Avenue—Murray Hill 3-1150. Write, telephone or telegraph to either of the above bureaus for information on rates and location.

The latch-string is out for you all summer—Come when you like—Stay where you like—As long as you like—At rates that are right.

EAT WITHIN YOUR BUDGET



Here you can eat to your heart's content and keep your pocketbook contented too. The Fair's new 5 and 10 cent restaurant strikes the 1940 keynote of good food at low prices.

Just plunk your 5 and 10 cent pieces on the counter and watch the fine food appear. Thick sandwiches for thin dimes . . . tempting desserts and other delicious dishes at sweet and low rates . . . no item on the menu more than 10 cents . . . many only a nickel.

PAMPER YOUR APPETITE and coddle your purse! Choose from over 80 eating places on the grounds for good food at low prices. Restaurants, snack bars, soda fountains, cafeterias and lunch counters dot the avenues and are located in many exhibit buildings. Hot dogs and hamburgers are a dime. Coffee is 5 and 10 cents and Coca-



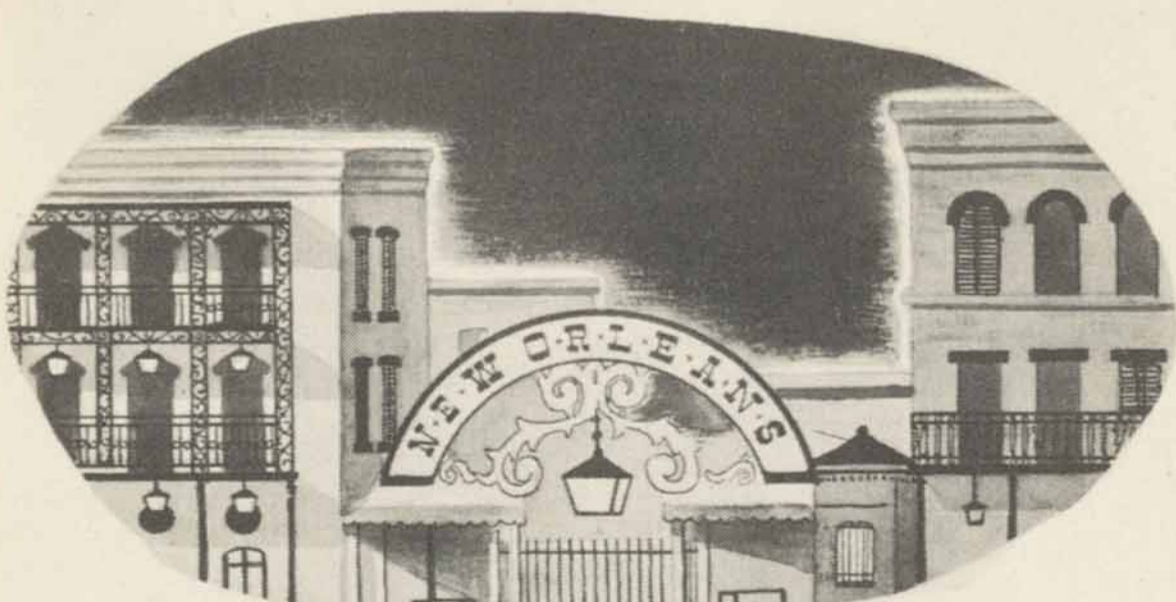
DOROTHY LAMOUR gets a 15 cent snack. (Above) A picnic on the grounds.

Cola and other bottled beverages a nickel. Milk is 5 and 10 cents a bottle. In the city and at the Fair, you can have a breakfast for 25 cents, a lunch for 45 cents, a dinner for 65 cents.

If you have a yen for foreign foods, you can eat in any language . . . canard natais l'orange from France . . . arroz con pollo from Cuba . . . reindeer steak from Finland. . . . Prices in the Foreign Pavilions are higher, but the chefs are internationally famous, and the cuisine and service de luxe.

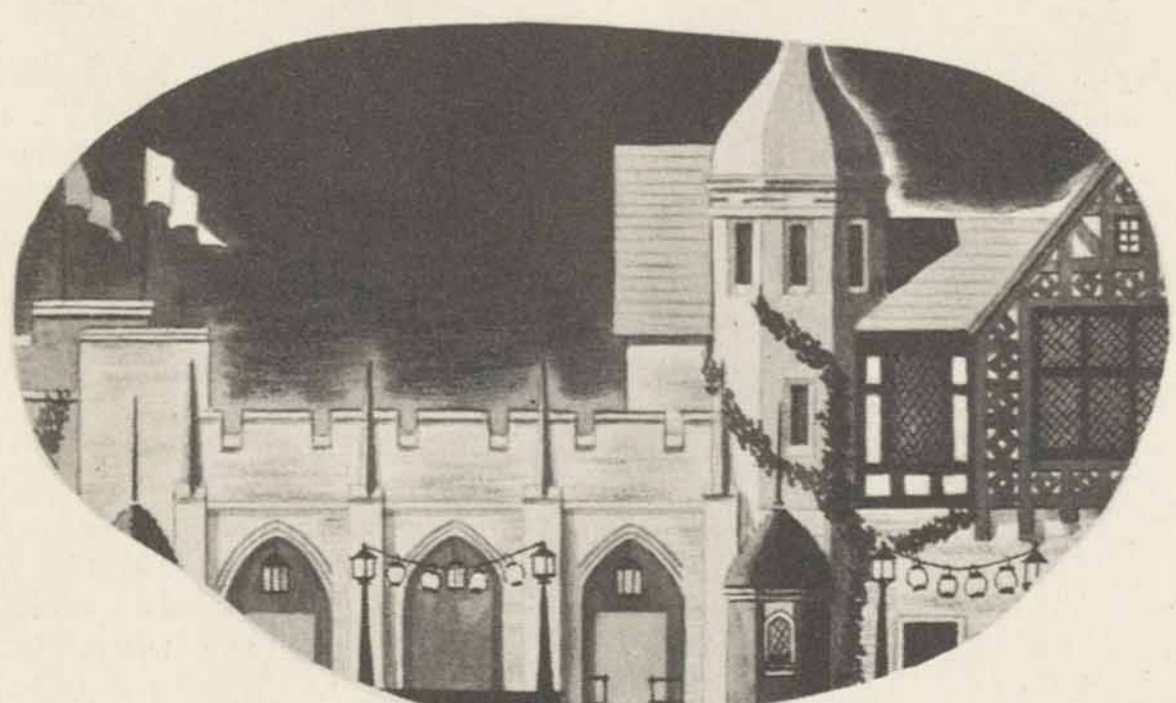
Or pack a lunch, relax beneath a striped umbrella on one of the Fair's free rest grounds, and picnic in comfort.

NEW ORLEANS



THE MARDI GRAS spirit reigns in this New Amusement Area show. Enjoy the famous New Orleans French Quarter . . . visit a night-club featuring Southern "blues" . . . get that carnival thrill in a unique entertainment centre.

CAMPUS



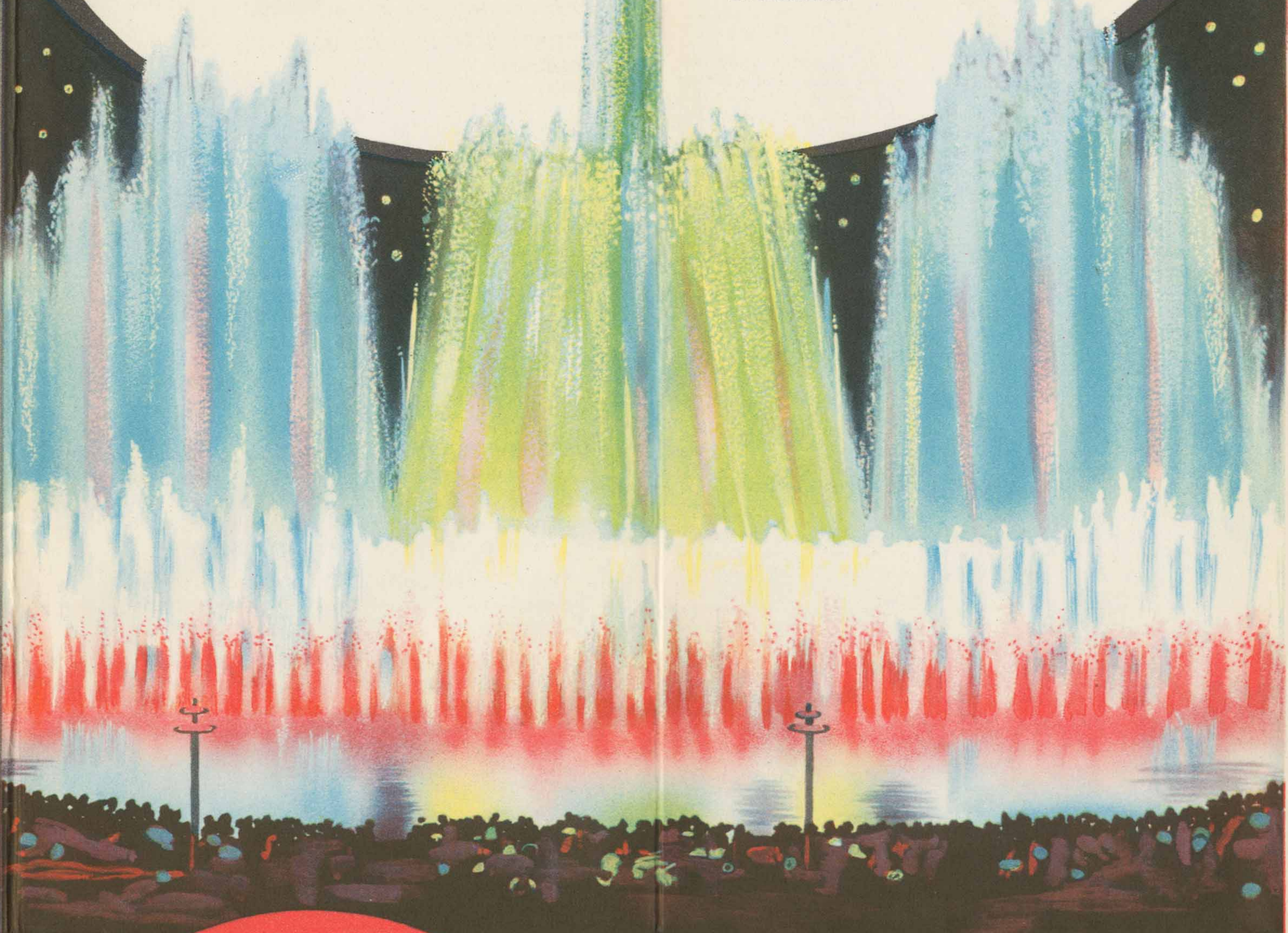
THE "RAH-RAH-RAH" SPIRIT of Old Siwash and Boole-Boole rules over the Dancing Campus, one of the new and colorful amusement features. Riot with the jitterbugs in an atmosphere of collegiate high-jinks. See Flirtation Walk, Dance Prom, college shops and restaurants, football, and a gay musical review of campus life.

THE MAGIC FOUNTAINS

COMBINING WATER, fire and sound in a starlit symphony, this inspiring show is given nightly at the Lagoon of Nations . . . FREE! Never before have engineering skill and great art joined to create such a miracle of light and color. Poets, in their most fantastic flights of fancy, have rarely envisioned a wildness and beauty to match it.

Pillars of water rise high in the air . . . flames dart from hidden sources . . . fireworks burst high above in resplendent glory . . . Music, perfectly synchronized with these myriad effects, rounds out one of the most glorious ensembles ever conceived.

And coolness goes with the wind as 25 fountains, alive with beauty, spread refreshing breezes over the Fair . . . day and night . . . all summer.



NEW Aquacade

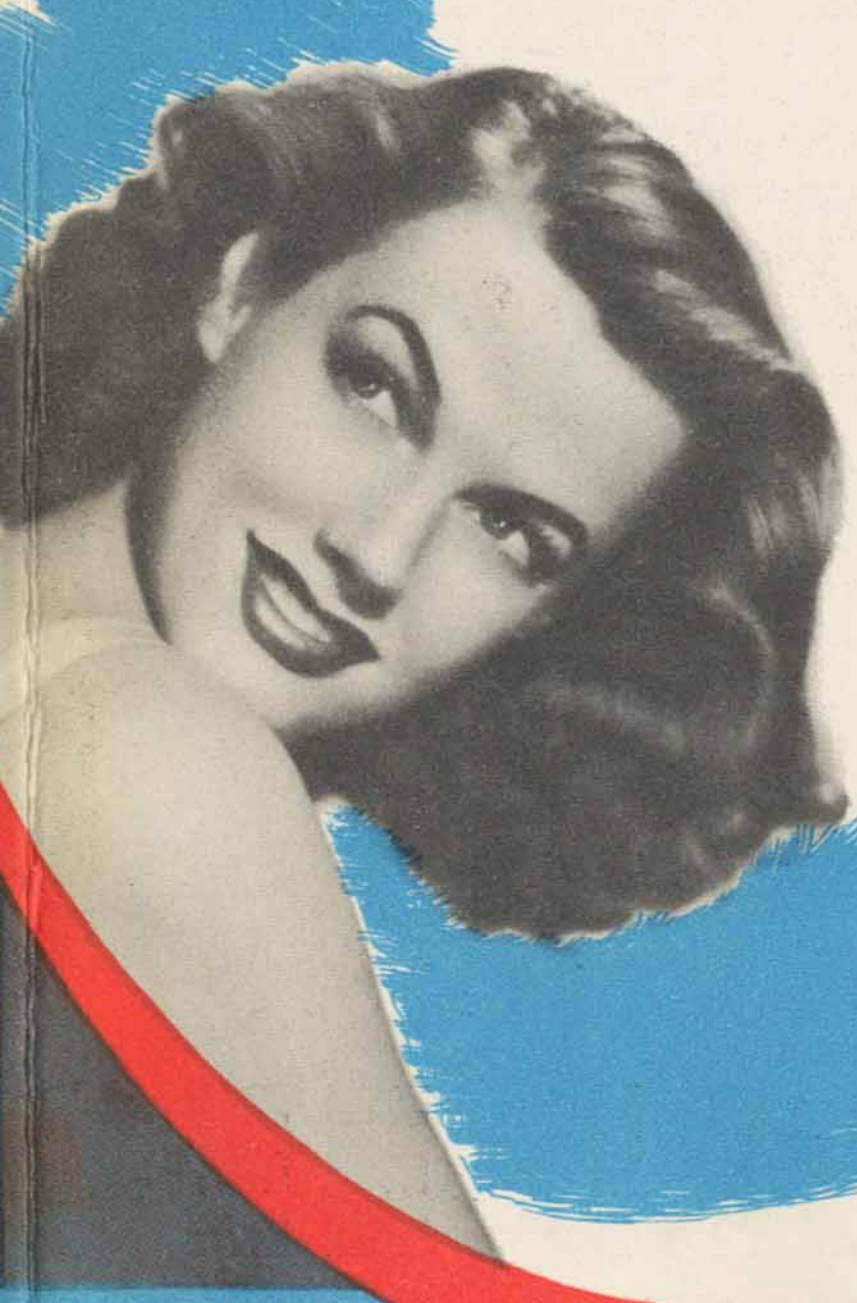
NEW IN EVERY WAY. New stars . . . new songs . . . new costumes . . . new water formations . . . new fountain display . . . all join to present a brand new show topping the famous '39 spectacle applauded by 5,000,000 people.

See the midways of the four biggest Fairs in American history ablaze with electric lights. Thrill to the Phosphorescent Fantasy as graceful girls glide over the water of changing colors.

Billy Rose, master showman, has outdone himself.

The incomparable Eleanor Holm is back to lead the greatest array of swimming stars ever assembled in one show. Costumes and scenery were designed by the noted Raoul Pene Du-bois and the entire production is again staged by John Murray Anderson.

Thousands of seats at 40¢ . . . a top-notch show at a rock-bottom price.



See the Fair with us for **FIFTY THRIFTY CENTS**
CHILDREN UNDER 14, TWENTY-FIVE CENTS

