

A vibrant, stylized illustration of the Golden Gate Bridge in San Francisco. The bridge's towers and suspension cables are rendered in a bright, saturated red. The background features a hazy, yellowish sky and distant hills. In the foreground, there are green waves and a cluster of red and white flowers. The overall style is reminiscent of early 20th-century graphic design.

*Official Program*

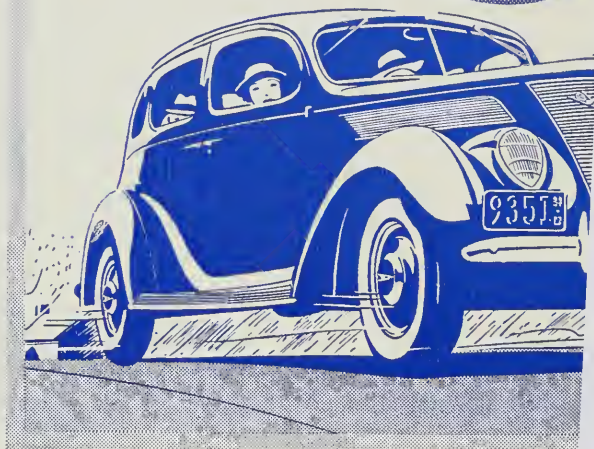
GOLDEN GATE BRIDGE  
**FIESTA**

S A N F R A N C I S C O  
M A Y 27 - - - - J U N E 2  
1937

25¢

IRVING  
SIMPSON

IT'S GOT  
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San Francisco, California  
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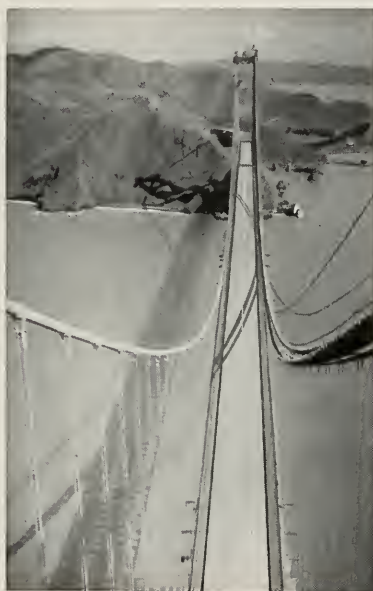
# *Official Souvenir Program*

## 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

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Honorary Chairman

Eric Cullenward  
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Hon. Arthur M. Brown, Jr.  
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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.

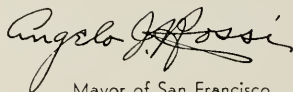
Let us lift up our hearts in thanksgiving. Let us give honor to whom honor is due; to those who conceived this mighty project and to those who made its building possible; to the engineers who designed it and the directors and management that built it.

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!

A handwritten signature in cursive script, reading "Angelo J. Rossi". The signature is written in dark ink and is positioned above the printed name.

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.

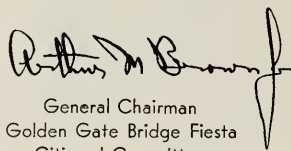
We have labored for months to make the Golden Gate Bridge Fiesta unique among great community festivals. And it is unique in the truest sense of the word.

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 in 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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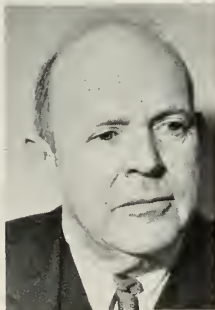
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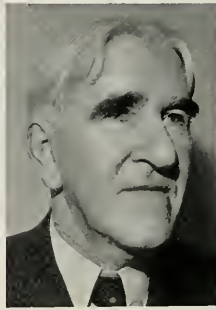
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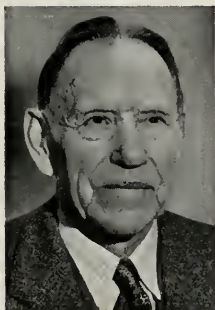
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# The Golden Gate Bridge Is Opened

By J. LAWRENCE TOOLE

BYRON tells us that "History with all its volumes bath 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 untrodden 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*

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# The Fiesta Is Here!!

IT WAS the great, jovial President Taft who coined that famous dictum: San Francisco knows how:

This Golden Gate Bridge Fiesta is new proof of the truth of that saying.

Fiesta minded 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 congenial 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 rhythmic beat, its ardor for festivity slackened, but did not die.

The colorfully dramatic, and sometimes sombre and tragic, procession 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 decried 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 marvel 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 Fiesta would be the greatest and most colorful community celebration ever held in the West. It has, as always, kept its word.



# The Engineering Staff



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 dozen 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, unobtrusive 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. Jeremiahs of every class and kind and sort wailed. 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 nicks 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. Moisseiff, 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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### SHORTEST ROUTE - COAST TO COAST



# 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 com-

prehension 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."



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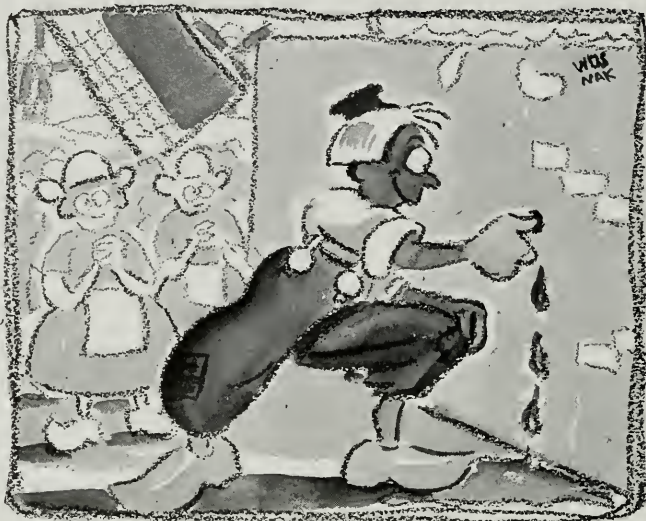


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# Official Fiesta Program

MAY 27 - JUNE 2, INCLUSIVE

## 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.

12 Noon to 12 Midnight—Industrial and Manufacturers Exposition. Dreamland Auditorium, Post and Steiner Streets. Displaying the diversified products of California in colorful exhibits. Floor shows at 2:45 P.M. and 8:45 P.M. Admission 25 cents.

12 Noon—City-wide Fiesta Luncheon. Bal Tabarin Cafe. Held under auspices of San Francisco Advertising Club. Welcome to guests, visiting dignitaries and Fiesta officials.

2-4 P.M.—Review of Junior Traffic Patrol. Civic Auditorium. Guest Patrols from Northern California cities. Guest Band: Provo, Utah, High School.

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 25c 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. Alten, 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. Harry G. Ridgway, Chairman.

10:15 A.M.—International California Redwood Log-Barrier Sawing Contest at Marin County Bridgehead, opening Marin Approach to traffic. Contestants: Paul Seales, Longview, Wash., winner of Pacific Logging Congress title; Myron Higbee, Kellogg, Idaho, champion of Idaho; and Ray Shuller, Eureka, champion of the California Redwoods.

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 Gate Ceremonial 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, leading clergymen, officials and distinguished guests. Chairman Arthur M. Brown, Jr., presiding.

(Continued on Page 15-A)





**VICTOR**  
TRADE MARK

**W**E 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.

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## FIESTA PROGRAM (Continued)

- 12 Noon—Opening of Golden Gate Bridge to Traffic. Accompanied by booming of cannons, and blowing 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.
- 1:30 P.M.—**Hard-rock Drilling Contest Preliminaries.** Crissy Field. Participants: Miners from Mother Lode and other mining districts of California and Nevada.
- 2-5:30 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,** Potrero Hill Neighborhood House, 953 De Haro Street.
- 8:00 P.M.—**Professional Wrestling Bouts,** Civic Auditorium.
- 8:30 P.M.—**DAZZLING, DRAMATIC PAGEANT,** "The Span of Gold," with JOHN CHARLES THOMAS, famous baritone, and cast of 3000; symphonic orchestra of 100 pieces, directed by Charles Hart. An outstanding feature of the Fiesta. Staged at Crissy Field in the Presidio.
- 10:00 P.M.—**Grand Fireworks Display.** Illumination of Bridge.

## SATURDAY, MAY 29

- All Day—**Yacht Regatta.** Yachting races, Power Boat races, and other water attractions. Start and finish lines off Yacht Harbor at the Marina.
- All Day—**Pacific Coast Championship Bowling Tournament,** 115 Jones Street.
- All Day—**Grand Russian Yarmarka (Russian Fair),** Sigmund Stern Grove, Sloat 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 Handball Tournament.** Y. M. C. A. Courts, Golden Gate Ave. and Leavenworth Street.
- 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, 17th and Carolina Streets.
- 11 A.M.—**Arrival at San Francisco Municipal Airport of Aerial Cavalcades** from all sections of Pacific Coast.
- 12 Noon to 12 Midnight—**Industrial and Manufacturers' Exposition.** Dreamland Auditorium, Post and Steiner Streets.
- 1 P.M.—**Northern California Championship Horsehoe Pitching,** Golden Gate Park.
- 2:00 P.M.—**Frontier Days Wild West Show,** Crissy Field. Wild West roping and shooting—Hard-Rock hand-drilling contest, 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 Leeds, 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 suppers in their individual characteristic national style. Everyone welcome.

## SUNDAY, MAY 30

- All Day—**Russian Yarmarka,** Sigmund Stern Grove.
- All Day—**Pacific Coast Invitational Handball Tournament Finals,** Olympic Club.
- All Day—**Championship Bowling Tournament,** 115 Jones Street.
- 8:00 A.M.—**Championship Pistol Shoot.** Chairman—Captain of Police Charles Goff; Fort Funston Pistol Range, off Skyline Boulevard one-half mile south of Fleishacker 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.
- 9:00 A.M.—**Golden Gate Bridge Fiesta Skeeet and Trap Shooting Championship,** Lake Merced, off Skyline Boulevard 1 mile south of Fleishacker Pool. The world's champion shot gun experts vie for valuable prizes and highest honors. Chairman, Joseph Springer. Prizes, silver and gold, silver and bronze medals.
- A.M. and P.M.—**U. S. Navy Inter-Ship Baseball Championship.**
- 10:00 A.M.—**Yacht Races** for smaller classes. In San Francisco Bay off Marina. Entries from the entire Pacific Coast vie for valuable prizes. Can be seen from shoreline of both sides of bay. Chairman, Clifford Smith.
- 10:00 A.M.—**Northern California Horse Shoe Pitching Championship,** Golden Gate Park. Men and women contestants. Prizes Fiesta Silver Cup Trophies. Chairman, A. F. Heuer.
- 10:30 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 Espanola of San Francisco. Don Cameron, Chairman.
- 12 Noon to 12 Midnight—**Industrial and Manufacturers' Exposition.** Dreamland Auditorium, Post and Steiner Streets.
- 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.
- 1:30 P.M.—**Baseball,** Seals vs. Oakland. Double header. Seals Stadium, Sixteenth and Bryant Streets.

(Continued on Page 16-A)



*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:

<i>Bleachers</i>	<i>Grand Stand</i>	<i>Reserved Seats</i>
ADULTS <b>25¢</b>	ADULTS <b>55¢</b>	<b>75¢</b>
CHILDREN <b>10¢</b>	CHILDREN <b>25¢</b>	

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)

- 2:00 P.M.—**Memorial Services** honoring the memory of those men killed in building the Bridge—a ceremony of religious character, with children from all the schools in San Francisco and representatives of Organized Labor participating.
- (a) Ceremonies at Crissy Field.  
 (b) Unveiling of plaque.  
 (c) Prayer for dead on Bridge. School children will drop garlands into the waters flowing under the Bridge.
- 2:00 P.M.—**Pacific Amateur Association Individual Swimming Races.** Chairman, Gus Rissman. Fleishacker Pool at Ocean Beach, south of Golden Gate Park. Swimming Races for men and women. Special races for Navy men. Diving exhibition by Miss Marjorie Gestring, 1936 Olympic Games Women's Low-Board Diving Champion, and Miss Ruth Jump, Women's National High-Board Champion.
- 2:45 P.M.—**California Soccer Championship Cup Ties,** Ewing Field, Masonic Avenue near Geary Street.
- 3:00 P.M.—**Marin Music Chest,** Forest Meadows, San Rafael. The San Francisco Symphony Orchestra, Pierre Montoux conducting, and the glorious voice of John Charles Thomas, baritone.
- 8:00 P.M.—**Illumination by Fleet.**
- 8:00 P.M.—**Massed Band Concert,** Civic Auditorium.
- 8:30 P.M.—**Final Performance of the Dramatic Pageant,** "The Span of Gold," in Redwood Grove Theatre at Crissy Field, with JOHN CHARLES THOMAS, MARGARET O'DEA and cast of 3000.
- 10:00 P.M.—**Gorgeous Fireworks Display and Illumination of Bridge.**

### 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 Fleishacker Pool.
- 9:30 A.M.—**Golden Gate Bridge Fiesta Marathon Relay.** Starting at Court House, San Rafael, Marin County, over Golden Gate Bridge and finishing about 11 A.M. at Crissy Field, San Francisco. Teams consist of 5 runners each. Distance 18 miles. Prizes: Golden Gate Bridge Fiesta gold, silver and bronze medals. Chairman, A. Maggiora.
- 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 Kantner.
- 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 fold medal to each swimmer finishing the race. Chairman, George Lineer.

- 10:15 A.M.—**Junior Colleges and High School 12-Oar Cutter Pulling Races.** Course: Golden Gate Bridge at St. Francis Yacht Club at the Marina. Prizes: Golden Gate Bridge Fiesta bronze medals. Chairman, W. Lenhart.
- 11 A.M., 1 P.M., 2:45 P.M.—**California Soccer Champion Cup,** Ewing Field, Masonic Avenue near Geary 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.—**Baseball,** San Francisco Seals vs. Oakland. Double header. Seals Stadium, Sixteenth and Bryant Sts. Walter Mills, Master of Ceremonies.
- 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. Popular prices.
- 3:00 P.M.—**United States Navy 12-Oar and 8-Oar Cutter Pulling Races.** Man-of-War Row, San Francisco Bay south of Ferry Building. Crews from battleships and cruisers. Prizes: Olympic Club Trophy for 12-oar battleship crews; Golden Gate Bridge Fiesta Trophy for 8-oar cruiser crews, Chairman, Joseph Hickey.
- 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.
- 2:30 P.M.—**Children's Spring Festival,** Crissy Field at the Presidio. Under auspices of San Francisco Recreation Commission. 15,000 children in gala, colorful, inspiring Folk Songs, Dancing, Music and Sparkling Entertainment. Adults 25 cents, children 10 cents.
- 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.

# CALIFORNIA REDWOOD SEQUOIA BIG TREES



*World Famous Dining Room where guests from all of the forty-eight states and from twenty-five to thirty foreign countries dine every year*

**T**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.**

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Cottages and Rooms all heated and modern.  
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## BROOKDALE LODGE

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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

JOHN CHARLES THOMAS

Soloists

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  
James C. Morgan

Stage Management  
Robert L. Rose, William C. Todt

Personnel Direction  
William J. Varley

Speaking Cast  
Donald A. Breyer      Varnum Paul      Jack Moyles  
R. K. Hunter          Stanley G. Breyer      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.

#### EPISODE III — DAYS OF THE DON'S

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.

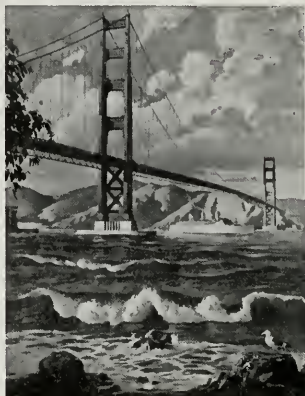
(Continued on Page 18-A)





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OF CALIFORNIA

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PROVIDE  
THE EFFICIENT HIGHWAY SAFETY LIGHTING  
*of the*  
GOLDEN GATE BRIDGE  
*and the*  
SAN FRANCISCO-OAKLAND BAY BRIDGE

**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
6. Arrival of American soldiers from Monterey.

### EPISODE VI — GOLD

1. A Mill is built for Sutter.
2. Marshall finds gold in the race and tells Sutter.  
Marshall ..... John Deasy  
Sutter ..... Milton Burgkart
3. The workmen overhear the story.
4. The March of the Gold Seekers.

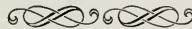
### EPISODE VII — THE BUILDERS

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  
MILK CHOCOLATE 5¢



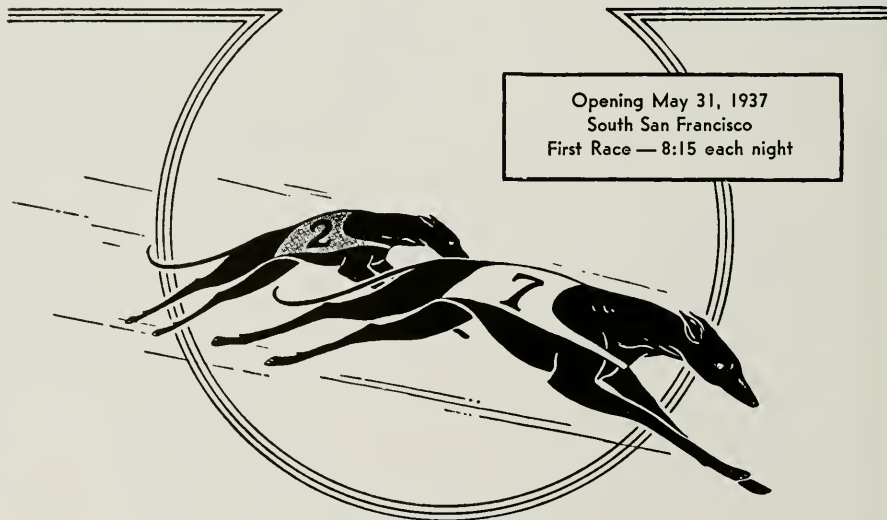
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GHIRARDELLI'S GROUND CHOCOLATE and NUMALT

D. GHIRARDELLI CO.

San Francisco Since 1852

# Baden Kennel Club



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  
Rincon  
Garrett  
Veletz  
Analla  
Bailey  
O'Shea  
Castile de Oro  
Farnsworth

Thelma Abbott  
J. A. Alliguié  
Alvin Allstead  
F. Ruth Anderson  
Olga Anderson  
E. G. Bean  
Peter Bernard  
F. L. Blank  
Edward Borba  
Louis Borba  
Juanita Bose  
Vivian Bose  
Lillie Brill  
M. Burgkaert  
George J. Cabus  
Frances Cavagnaro  
Lillie Cavagnaro  
Audrey Chavis  
Rose Cirghino

Lillian Compagno  
June Crawford  
Irma Cresei  
Ed Castiau  
Jack Creedon  
C. Colin  
E. Colin  
Galliano Daneluz  
Irene Daneluz  
James H. Daniels  
Howard Dimich  
Pearl Dimich  
Lillian Donovan  
D. Dowrick  
Linda Dowrick  
William E. Drayton  
Henry G. Eierman  
Hattie A. Elder  
W. Elligerth  
Jack Ellis  
S. A. Emlay  
John English  
Elsie M. Epiting  
W. H. Fabbusch  
John Fambirni  
Catherine Frank  
Mamel Frahm  
A. O. Field  
Mary Garvey  
Marion Georgi

Frank Ghilardi  
Cecilia Gibbons  
L. H. Gilmour  
Marie E. Green  
Linda H. Gross  
L. F. Guedet  
Alexina Hachette  
Leila Hachette  
John Halloran  
Georgiana Harmon  
Ellen Hart  
Eva J. Hartig  
Jeanette Hartig  
Mary Hennessy  
Mabel Henry  
Joe Henwood  
Marian Henwood  
Charles Hickley  
Robert Hitchens  
Geojean Ingham  
Marguerite Irish  
Melba Irish  
Marge Irish  
Clara Irish  
Ray Janetti  
Louis Jensen  
Loretta Johnson  
Katherine Keating  
J. H. Koss  
Anna G. Kriner  
Bill Kruse

Emile Labataille  
Joe Laboviz  
Mr. Laclereq  
Edmond Lasalle  
Helen Litzeblad  
Mrs. M. Lyons  
Emerald Madsen  
Rose Manford  
Carl Mantz  
Al Marshall  
Ellen Hart  
Lena Mau  
Joe Murray  
Claire Medeiros  
Jean Mildred  
Albert Mialocq  
Charlotte Mialocq  
Joe Milson  
Sophie Moeller  
Irene McCartney  
Bertie McConnell  
F. McGavin  
Lottie McLaughlin  
Thomas McLaughlin  
James McNulty  
Frank McPartland  
Emily Nelson  
James F. Nelson  
Bessie Neuman  
Bertha Peters  
Karl Peters

Carmelita Diedericksen  
H. Peters  
E. Peters  
Emma Rasmussen  
John Rausch  
Myrtle Reed  
Myrtle Rose  
Lucille Ross  
Robert Sanders  
Joe Satariano  
Frank W. Schmiedel  
Joe Shaylor  
Kate Shaylor  
Hattie Small  
Anna Smith  
Rose Smith  
Hazel Treanor  
Geraldine Thorpe  
Harvy Tobelman  
G. Tobelman  
Arthur Verdunco  
Laura Verna  
Elizabeth Wohlfahrt  
A. J. Wohlfahrt  
Lizzie Woodworth  
Jessine Woodworth  
Retta Woodworth  
Jack Williams  
Leona Yakel  
Ray Zanetti  
Jean Zipse

### EPISODE II.—*Conquistadores*

*Soldiers from Sixth Coast Artillery, Fort Winfield Scott*

Privates:  
O. R. Alexander  
A. V. Anderson  
William Booth  
Philip Braemer  
Jimmie Bonnot  
Frank C. Benson  
Private Bull  
H. P. Blanks  
Thuron Bursell  
Richard Berdusco  
B. C. Crowder  
Cecil C. Callins  
C. E. Crothers  
Isadore Cohen  
Private Carr  
Joe M. Casteldeoro  
H. Corning  
Maxie Cary  
Private Dowdell  
Lowell E. Davis  
T. F. Druke  
A. H. Desantel  
J. W. Driggers  
T. G. DeAtley  
J. W. Driggers  
Private Dauton

Stover Delbert  
Don Donovan  
Ernest J. Dunbar  
Ray Eldon  
J. W. English  
M. E. Foster  
Lewis E. Frizell  
George Fulton  
Private Funk  
Private Freeman  
H. G. Fritz  
W. Gammons  
Private Greathauze  
Joe Gosselin  
Fremont C. Harrington  
Private Hedwall  
Private Hoge  
Private Hopkins  
Private Horsley  
Glenn Henderson  
John Hilbert  
John W. Huff  
J. G. Johnson  
Private Jelton  
V. J. Johnson  
J. W. Jones  
E. W. Kohla

S. Korecki  
G. Kruger  
Edwin Kuhn  
Private Kissinger  
Ray Klassen  
D. E. Lee  
Robert W. Leerer  
L. Lavagnino  
H. Long  
John F. Lambert  
A. McGovern  
Nanford McMullen  
Edward Mattoon  
Herman J. Merry  
Julius Mathi  
C. C. Miller  
A. Muscarelle  
Private Moser  
W. J. McClain  
P. W. McCulley  
Edwin Matoon  
John P. McNulty  
Eli Mazick  
Frank J. Miltenberger  
Private Moncrief  
W. E. Nutting  
John L. Nowlen

James J. Ohrel  
Henry W. Owens  
Pat O'Connor  
Tom J. Pawl  
Robert Pluck  
E. Powers  
Harry Porter  
M. Pradevico  
Lawrence Pritchett  
Private Pluck  
Private Peterson  
Warren Probstein  
John H. Quinn  
Robert Richards  
Eugene Reed  
Jim Rochford  
E. A. Reed  
Private Rancey  
William Ragsdole  
Burt Radon  
W. O. Smith  
H. W. Smith  
Norman Settle  
Private Sitter  
A. R. Smith  
C. C. Smith  
Private Seiple

Delbert O. Stover  
Jack Shaw  
R. E. Sukow  
P. Smith  
Corp. Gustave Schmidt  
C. H. Thompson  
William Triejillo  
L. E. Town  
Private Thompson  
C. D. Tyler  
Otaway Thomas  
C. H. Thompson  
Private Vasquez  
H. W. Vickery  
Donald J. Wickland  
Voitil Wheat  
Edmond C. Webb  
Charles Ward  
Private Wilson  
R. Wilson  
C. R. Williams  
Arthur R. Wickens  
L. A. Winter  
John W. Wilson  
Ralph Wilson  
F. C. Youngs

### EPISODE III.—*Days of the Dons*

Police Officers:  
Seil  
Hawkins  
Larsen  
Casillas  
Hanley  
Loss  
Allen  
Inspector Merchant  
Misses:  
Clynnool  
Garrett  
Smith  
Post

Dell  
McLaughlin  
Hartman  
Maprenza  
West  
Stan Adams  
J. Alvarado  
Mrs. R. H. Allen  
Bill Anderson  
Luis Anderson  
Olga Anderson  
June Anderson  
Mrs. M. J. Archibald

E. Arena  
Catherine Balech  
Andy Banchemo  
Inez Basso  
A. B. Baumann  
Lillian Bear  
Charles Blake  
Thomas Beggs  
Freda Blum  
Louis Bonatti  
Mary Bottarini  
Jim Brooke  
Bob Brown

Harry Brown  
George H. Bairman  
Henriette Brown  
W. Branigan  
Mrs. A. Brunner  
Dorothy Buehler  
Miss M. Burke  
William E. Bull  
Lloyd Burman  
Miss A. Burnett  
Evelyn Burns  
John Buttoneri  
John Calamoneri

Charles L. Calhan  
Edward Calhan  
Edna Calhan  
Violet Calhan  
C. G. Calverley  
J. F. Calverley  
Mrs. Carey  
Don Carn  
Joe Chickamagua  
J. M. Castell  
Ed Castan  
Bob Cavender  
Viola Christenson

## EPISODE III—(Continued) Days of the Dons

Harold Cicerone	Rina Fillipi	Robert Irwin	Cecelia Milly	Sal Sanfilippi
Tom J. Cleary	Al Fillipi	Russell Jaillite	Mrs. Milly	W. Schimmel
Coleman Clayton	Mrs. J. Firpo	Ed Jensen	Alex J. McDonald	Charles Sciaroni
Laurel Coker	Angela Firpo	Charles Johnson	Grace McDonald	Jack Shalabba
Bernice Cohn	Frank Freitas	Fred Johnson	Fred McDonough	Marie Stanton
Mrs. M. F. Coll	Craid Gasney	Gordon Jones	Viola McEvoy	Larry Shehan
Lenore Coll	Clarice Giannini	Paul Keane	George McKeaver	Miss W. Sheridan
Ken Collings	Mrs. Jane Gardina	Vincent Kelly	Mrs. M. McShane	Miss M. Shoff
Jack Conolly	Jack Giessler	Marion Kemble	Viola McWilliams	Glady's Sisco
Thomas Connolly	Marjorie Gossel	Milton Klotz	Bernard Naughton	Anita Stamer
Bill Conry	Marie Gorla	Bob Koklas	Esther C. Neuman	Doris Staner
Miss M. Cooke	Mrs. Joseph L. Gould	Gail Konkell	M. Oncina	Arthur Stanler
Miss M. Corcoran	Miss K. Glevay	Gertrude Kozlowski	John O'Hara	F. G. Stevens
Clara Corradetti	Miss M. Grealish	Pete Kristovich	John Orr	Mrs. George Stevens
Vivian Covanubias	Miss E. Glennon	Mrs. H. C. Krueger	Mrs. Osdowski	George W. Stevens, Jr.
Mary Cronin	Herman Gustenkorn	Jerry Ladley	Dan O'Toole	Jewel Strie
Mr. Crutchfield	Mrs. A. L. Gorla	Olive Lammen	E. H. Peterson	Dave Swope
Tom Davis	Helen Harlan	Helen Landro	Ellis H. Porter	Gloria Swanson
Mrs. Elma DeLucchi	Clayton Harrison	Grace Larkins	Marion G. Porter	Kenneth Tichenor
Agnes Dempsey	H. P. Harrison	Ken Lee	Henry Primbush	Bob Valez
LeRoy Ed Diebins	John Harrison	Bill Lewis	LePuncochar	Andrew Waechter
Jack Downey	Wm. H. Harrison	Mrs. Joe Longren	Roy Quanzstrom	Mr. and Mrs. A. Walker
Alan Duff	Miss M. Norton	Otto W. Loreson	Estelle Quilici	June Warshawski
Louis Duden	Eva Haverlock	Thomas Lydan	Miss Sulina Ratto	Henry Warshowski
Frances Elkington	Julius Hons	Ann M. Lynch	Harry Redell	Maxine Warshowski
Bernice Ericksen	Don Horan	Agnes Ryan	Margaret Riordan	Miss E. Welsh
Constance Ericksen	Mr. and Mrs. Al Hart	Wm. MacGowan	Marie MacGowan	M. W. Widmer
Mrs. K. Ericksen	Allen Hayer	John Maguire	Frank Robb	Mrs. E. Wilkinson
S. L. Ellis and Family	Mrs. E. Hutchinson	W. Marchington	Michael Roddy	Bessie Willard
Miss M. Fahy	Miss A. Heany	John Mattucci	Loris Roseberger	Mr. and Mrs. Chas. Willett
Mrs. M. Fahy	Don Helvig	Mrs. E. Metz	Louis Ross	Mr. and Mrs. Lee Leonard
Camille Fontanel	Miss M. Hession	James Meyers	Walter A. Ross	Ruth Wither
Daisy Fick	Ben Hiller	Eleanor Mikkelsen	John J. Ryan	Mrs. Emma Wolfe
		Mrs. A. J. Milly	T. Ryan	Emma Wolf

## EPISODE IV.—Fort Ross—Russian Period

Vera Minoff	Elizabeth Goorin	Marie Subanoff	Peter Affanasieff	Mrs. E. O. Shulgin
Virginia Martinez	Marie Subanoff	Vladimir Sokolnikoff	Raymond Vessell	Miss A. V. Golubeva
Vera Sedloff	Olga Afanasieff	George Till	Mathew Boxer	Mrs. A. A. Solovieff
Colette Bowers	P. M. Alexieieff, Soloist	Reia McGillivray	Eugene Kiaschenko	N. N. Hkromoff
Connie Lukachevach	Milo Kimmerle, Dancer	Ronald Blam	Vladimir Pedoloff	I. von Raaben
Alex Lukachevach	Eugen Zomi, Dancer	Harry Lee	Nicholas Solovieff	Miss J. Satrinskaya
Peter Lukachevach	Rita J. Boxer	Frank Lee	Paul Oinin	D. M. Alshuler
Pete Tontolmiv	Rita A. Boxer	E. Lepin	Paul Seakoff	C. Hange
Jaco C. Pargarcherky	Zoia Petroff	Jacob Pargachewsky	Michael Cosigin	O. P. Masinkoff
Alex Klimentka	Olga Afanasieff	Geo. Gerasimoff	Boris Koodrin	Miss J. Masinkoff
George Urlick	Anna Semonicko	Nicholas Mironoff	Peter Alexieieff	N. Hkromoff
Hayle Drobshoff	Elizabeth Soorin	A. Semonicko	George Wilson	R. Braun
Rita Boxer	Vera Minoff	Nicholas Skliaroff	Wayne Burkmishaw	A. Klimentko
Mary P. Gustus	Marie Sflaroff	Peter Lukashewich	Chorus	V. Novikov
Marie M. Skluroff	Virginia Martinir	G. Bajietoff	Mrs. A. M. Kovateff	E. Lubnikoff
Gennada Bajenoff	Marie Gustus	Anatoly Gavrilov	Mrs. O. N. Erdiakova	E. Phillips
Vladimir Sisin	Hazel Drobshoff	Gregory Golubev	Mrs. O. S. Lazareff	N. Shulgin
Anatole Petroff	Nini Kiyachenko	George Boxed	Mrs. A. White	V. Valiansky
Anna Gemenenko	Natalie Kiyachenko	Anatoly Petroff	Mrs. A. A. Popova	E. Potomkin
Alice Borroff	Klaviv Afanasieff	Waldamar Lissin	W. Pafnutieff	

## EPISODE V.—Bear Flag

Officers:	Genevieve Brown	Frank Englander	Daisy Hunter	Rosa M. Moller
Cassidy	Eunice Bullwinkel	Katherine Esteleta	Ella Hurd	Joe Monte
Stone	Alvina Burkhardt	Terresa Esteleta	Edith Hutchinson	Arnelle Muhlback
Fitzgerald	Lilly Buschman	Charles Farrington	Vincent C. Iacona	Emelia Muhlback
Chamberlin	Dorothy Camuffo	Henry Pell	Charles Israel	Thelma Murphy
Allen	C. Carre	Dorothy E. Finn	John Jehu	Thelma Murphy
Marie M. Aritta	Louise Cases	Nan Fitzpatrick	Nan W. Jordan	David McCarthy
Katherine Aster	Alice Chisum	Thelma Flake	Helena Joy	Helen McCarthy
Delores Bailey	Charles Clark	Charles Flint	Eunice Kanager	Timothy McCarthy
Ed Barenson	Clifton	John Flower	Kathleen Lagrave	Ethel McDaniel
Ed F. Bass	Lil Connell	Joan Flowers	Agnes Larin	George McDonald
Mrs. Ed F. Bass	Dolores Cosbie	Dorothy Foppiano	Mario Lavoni	Elizabeth McEvoy
Lillian Bear	Robert E. Curley	Della Furlong	Burt Lewis	W. McGown
Dorothy Bechthold	Irene Veronica Clark	Paul Gallagher	Frances Lewis	Louise McKee
Andrey Becker	Helen Cunningham	Lillian Gandolfe	Marian Lewis	Niles McKannay
Louise Benedetti	Ann Davis	Eileen Gassman	Virginia Lewis	Harriet McLean
J. W. Berg	Elvira Davies	Carol Granfield	Claire Louis	E. J. McLean
George Berthold	Frank DeMartini	Patricia Granfield	Gino Lucchesi	Louise Nau
Mavis Brittain	Della Denning	Paul Guisti	E. Lucret	Nina Nelson
K. Besterfield	Beverly Denning	James Hart	May Lucret	Edith O'Connor
Bert Bishop	Audrey Denning	Mary Hart	Victoria Lucret	Nellie O'Dendy
Claire E. Bolman	Marie Derby	Catherine Hartley	Mary Lurh	Chas. T. O'Kane
Carl Boegershausen	Angelo Devecenzi	John Hauser	Walter MacDonal	Louise McGuire
Roberta Boegershausen	Marlan Devine	James H. Hayes	D. A. MacKinnon	June O'Keefe
Florence Bodeman	LeRoy Lorenzette	Soila Harmola	Robert Magner	May O'Keefe
Myrtle Bottini	V. W. Dickieson	Verna Hearne	Louise Maguire	Lillian O'Leary
Euby Bried	Ed Didier	Dot Heperhorst	Marie Maguire	Emma O'Meara
Edna Brilliant	Ann Dippel	Lytia Henrichs	Betty A. Michie	Marion Pabst
Ida Brodie	John Dondoro	Charlie Higuere	Elizabeth Miller	Al Payne
Arthur W. Brooks	Henrietta Drusedom	Stephanie Holod	Joseph L. Minaker	E. W. Perry
Virginia Brooks	Ann Duddy	Dick Hoots	Barbara Modesti	Richard H. Peters
Pearl Brooks	Mildred Ehler	A. Hughes	I. R. Monti	Ethel Phelan



## EPISODE V.—(Continued) *Bear Flag*

Paul P. Phelan  
James Pierson  
Ruth Pronty  
Festus Pust  
Gilbert Pust  
Henry Puttaert  
Mariette Potter  
Helen Reading  
Frank Rean  
Frank Richardson  
Marguerite M. Riordan  
Margaret Ritzan  
C. H. Romick  
Barbara Rose

Arthur R. Russell  
Mildred Rutherford  
E. Ryan  
Betty Ryan  
Mary Ryan  
Ruby Ryan  
Joseph Sala  
Regina Scanlon  
Helen Scannell  
Tessie Schimpfening  
Joseph G. Schunk  
Elizabeth Schmidt  
Jenny Schumacher  
Jeanne Schwarz

Kay Schwenger  
Grace Semaria  
Herb Sigrand  
Roberta Stafford  
Lee Stanfel  
Charles Stanley  
F. C. Staoton  
W. Stohlman  
Jerry Struckerk  
Mrs. A. Sveningsen  
Jeanne Tavolara  
Vincent C. Tacona  
Eileen Taube  
George Tapin

Mary Tavolara  
Minnie Thal  
Isobel Thiebout  
Nellie Thlendorf  
A. Thruesen  
Mary Tornich  
Lurline Tweedate  
Genevieve Uphaus  
Golly Grace Vanucci  
Anthony Virgilio  
John Vitalie  
Salvatore Vitalie  
Robert T. Wagner

Betty Walker  
Dolores Warren  
Mary E. Waters  
Florine Webster  
M. Welch  
Sarah Welch  
Norma Wendt  
Norma Wester  
Essie Wester  
A. Westing  
W. A. Wilkie  
Belle Williams  
Fred W. Zimmerman Jr.

## EPISODE VI.—*Gold*

John Deasy  
Geo. Glover

M. J. Burghart  
Anita McGavran

Chris. Maggini  
Lloyd Copertini

Joe Balzer  
Catherine Tufts

## EPISODE VII.—*Builders*

George Adams  
Virginia Adams  
Mary Aiello  
Blanche Allen  
Marilyn Allen  
Mildred Allen  
Edith Alpers  
Florence Anderson  
Marjorie Anderson  
J. Armento  
Jean Atkins  
Audrey Berman  
Burt Bishop  
Florence Berman  
Tom Benton  
Gertrude Black  
Mary Bottarino  
Anita Burch  
Scott Bradley  
A. Burke  
M. Burke  
Geo. Butler  
Joe Cadoro  
Dolores Cauty  
Bob Chadanta  
Jean Church  
Claire Clark  
Adaline Coates  
George Coates  
Harriet Cohen  
Charlotte Collins  
Evelyn Connors  
June Connors  
Lizzie Cornelius  
Otis P. Cosbie  
Mike Cirami

Kathleen Conroy  
Les Dean  
Harriet Decker  
Dorothy Dettner  
Grace Dillon  
Mary Duffy  
George Duste'  
Rae Duste'  
Carolyn Ellis  
Marjorie Escher  
Edward Evensen  
Ann Erker  
Leonard Faber  
Ann Fay  
Erna Feyling  
Esther Fisher  
Joan Flowers  
Walter S. Flowers  
George Friedlander  
Barbara Fuller  
Elizabeth Galvin  
C. Gardner  
Charles Gilligan  
Lois Gilligan  
Evelyn Gilligan  
Doris Goldstein  
Verna Green  
Joseph Griester  
George Godfrey  
Robert Grinton  
Irene Hilland  
Norma Hall  
Lillian Hall  
Henrietta Haines  
Lillian Hansen  
Myna Hazlehurst

LaVerne Henschel  
Lydia Hinrichs  
Harold Hansen  
Alice Hamilton  
Silvia Herbert  
Helen Houston  
Lillian Holt  
E. Hughes  
Hazel Hunst  
Louise Johnson  
Ray Kaudelberg  
Bob Kelly  
Bud Kinzy  
Louis Klein  
Joseph Lasbough  
Valerie Laurent  
Eleanor Lehi  
Margaret Lehi  
Walter Lehigh  
Alline Lehigh  
Ruddy Lenich  
Josephine Limbi  
G. Linsler  
Mildred Lovett  
Patricia Lundberg  
Charles Mason  
Cecile Mathewson  
Henry Mesa  
Neal Moore  
Thomas Moore  
Barbara Moser  
Mary Masson  
Marie E. Murphy  
Emelia Muhlback

Barbara McAlpine  
Sophie McClellan  
Bob McCroney  
Beth McCrone  
Charlotte McGillicuddy  
Julius McKenny  
Catherine McLean  
Ed Nelson  
Ed Nelson  
Ed Palmer  
W. Portello  
William Prael  
John Prevalas  
Eleanor Price  
Genevieve Price  
Mr. and Mrs. J. H. Prio  
Dorothy Quinn  
T. Quinn  
Thelma Quinn  
F. Queiser  
F. Reardon  
Mary Roberts  
Victor E. Robinson  
Frank Rojas  
Bob Rojan  
Horace Rose  
Jean Rouse  
Tom Rutherford  
Lavina Samuel  
Suzanne Samuel  
Marie Sanders  
Winter Schall  
G. Schlegel  
L. W. Schmitt  
Bob Seiler

Mildred Seiler  
Bob Selmer  
Bill Shannon  
Elaine Shenson  
John Siri  
Margaret Slattery  
Ralph Smith  
Arthur Thompson  
Doris Thompson  
Elsie W. Thompson  
Betty Thornton  
Gerhard F. Uhlig  
S. Unsworth  
Viola Vogel  
Stella Wought  
Helen Wake  
Barbara Wake  
Tom Wake  
Lillian Weatherly  
Marjorie Weatherly  
Evelyn Wiersbeck  
Engborg Willetts  
Capt. Margie Welsh  
Shirley Weimer  
Wallace Thompson  
Harriet Decker  
Elaine Shenson  
Less Dean  
Florence Berman  
Barbara Wake  
Gladys Schlegel  
George Schlegel  
Adlyne Coates  
Thomas Punn  
G. Coates

## EPILOGUE

C. F. Aylworth  
Madeline Assmusen  
Emabelle Bryan  
Eileen Burns  
Claire Barrie  
Anne Branchi  
P. Beck  
M. Blamey  
Mrs. Scott Bradley  
Ed. Babcock  
Louis Blackmer  
Laurine Connors  
W. Cooper  
Jack Carter  
Frank Cauper  
Edith Citina  
C. Carriere  
Beverly Doyle  
Ione Doyle  
A. W. Dickison  
Mabel Edwards  
Ursula Fitzgerald

Olivier Fazio  
Dorothy R. Finn  
Walter R. Flowers  
Joan Flowers  
Leo E. Gassman  
Dewall Dickey  
Eileen Gassman  
Vernice Hill  
Cecilia Haran  
Ed. Harriman  
James Hart  
William Johnson  
Dorothy Jorgensen  
Amos Jeraldine  
Mildred Johnson  
Velma Kehring  
Virginia Kelly  
Geo. Lapin  
Bob Lamayson  
Betty Morehouse  
Doris Markstrom  
Jean MacHeller

A. W. Mulborn  
R. J. Marticomoli  
Walter McFadden  
Jeannette McGarrity  
Ethel McDaniel  
Marie Murphy  
Margaret O'Donnell  
Charles Polevka  
E. Prevost  
Eleanor Praul  
Mariette Potter  
Paul Phelan  
Miss L. Peterson  
Marie Rollan  
V. E. Robinson  
Arthur N. Russell  
Mrs. A. F. Ramirez  
A. F. Ramirez  
Margaret Ritzan  
Josephine Steach  
Marie Snyder  
Rose Camilla

N. O. Slate  
Joe Steach  
C. J. Sullivan  
Ada Smith  
Martha Stice  
Jack Schimpfening  
Marie Tuffanti  
Isobel Thiebout  
Olinto Vanuocca  
Dolly Vanucci  
Ruth Watters  
Edna Woods  
Genevieve Wood  
W. Walker  
W. M. White  
Constance Loggan  
Glennette Allen  
Jane Barry  
Anna Klein  
Mrs. A. Sonles  
Dorothy Mack  
Margaret Iver

Margaret Jeanne Ramirez  
Joyce Roberts  
Barbara McAlpine  
George Wake  
Helen Wake  
Patricia Sundberg  
Mary Roberts  
Dorothy Wiebont  
Dolores Cauty  
Beverly Peters  
Katherine Roeckel  
Mildred Spinner  
Edith Smith  
Miriam Dunn  
Flora Meek  
Helen Houston  
Katherine Conroy  
Elinor Lehr  
Margaret Lehr  
Helen Braziosi  
L. J. Gilbert

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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. MOULTHROP

Parade Director

Assistant Parade Directors  
SETH L. BUTLER EDWARD L. SILLER

Adjutants  
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 F. Merriam, Mayor Angelo J. Rossi  
General Chairman Arthur M. Brown, Jr., Chief Engineer  
J. B. Straus, 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—

Kitsilano 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 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—

**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.F. Drill Team

#### Section D—

Rincon & Gabrielle Parlors 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 ASSO-  
CIATION FLOAT**



Section D—

Jos. P. McQuaide Post V.F.W. Drum Corps  
**SACRAMENTO C. OF C. FLOAT**  
Montie 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 Amelda 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  
Gaucha 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  
**NEGRO 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  
**WARRENCRAFT BOAT COMPANY FLOAT**  
**REAR POLICE GUARD**  
**FINIS**



[Copyright 1937 Moulins]



- 1—Redwood Grove Theatre at Crissy Field, Presidio (Setting for "The Span of Gold." Pageant—Parade Reviewing Stands).
- 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.

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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.

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# Bridging the Golden Gate

## THE STORY BEHIND THE CONSTRUCTION OF THE SPAN

AN 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 Moisseiff 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

## 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 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  
Tamelapa 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. 233 Algerian Patrol  
**LOS ANGELES COUNTY FLOAT**

- Section C—  
Angels 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 MOULTHROP

- 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  
McKinnon 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  
Junipero 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 Parlors N.S. & N.D.G.W. Drum Corps  
**NEGRO BUSINESS ASSN. FLOAT**

- Section D—  
Mission Parlor N.D.G.W. Drum Corps  
Mission Parlor N.D.G.W. Drill Team  
Phil Sheridan Council YMI Drill Team  
Mission Parlor N.S.G.W. Drum Corps  
San Francisco Mounted Troop

DIVISION NO. 12

Staff Officer, HERBERT BEN JAMIN

- 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

### WARRENCRAFT 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  
SAFEMAY 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 grandstand 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

	Golden Gate Bridge	S.F.-Oakland Bay Bridge
Authorization . . . . .	Popular vote	Legislative act
Control . . . . .	District Board	State Commission
Finance by .. . . .	District Bonds	Federal loan
Total cost . . . . .	\$35,000,000	\$77,200,000
Length, abutment to abutment . . . . .	8981 feet	23,000 feet
Length, with approach roadways . . . . .	7 miles	12 miles
Longest single span . . . . .	4200 feet	2310 feet (2)
Cantilever span . . . . .	None	1400 feet
Height of towers . . . . .	746 feet	518 feet average
Deepest pier, below water . . . . .	118 feet	242 feet
Largest pier . . . . .	155 x 300 feet With fender wall	92 x 197 feet
Number of piers . . . . .	Two main, 29 others	51, all types
Vertical clearance (Min.) . . . . .	220 feet	200 feet
Vertical clearance (Max.) . . . . .	246 feet	220 feet
Cable length, maximum . . . . .	7760 feet	(2) 5732 and 4972 feet
Diameter of cables . . . . .	36 inches	28 $\frac{3}{4}$ inches
Weight of cables . . . . .	22,000 tons	18,500 tons
Wires per cable . . . . .	27,572	17,464
Cable wire length, total . . . . .	80,000 miles	70,815 miles
Tension per cable . . . . .	63,000,000 pounds	42,000,000 pounds
Structural steel used . . . . .	80,000 tons	152,000 tons
Concrete . . . . .	330,000 cubic yards	1,000,000 cubic yards
Paint . . . . .	60,000 gallons	200,000 gallons
Excavation . . . . .	511,000 cubic yards	6,038,000 cubic yards
Employment, man hours . . . . .	25,000,000	54,850,000
Vehicle facilities . . . . .	Motor vehicles only	Vehicles and electric trains
Travel lanes . . . . .	Six and 2 sidewalks	Six on upper deck Two on lower deck
Work started . . . . .	January 5, 1933	July 9, 1933
Bridge opened . . . . .	May 27, 1937	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-surfaced 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!

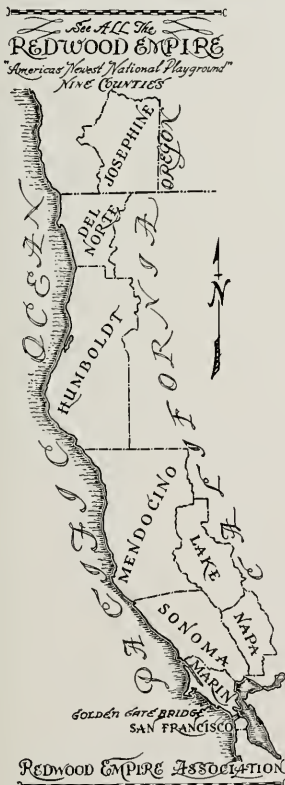
Miles of picturesque seashore, dotted with recreational beaches, border the Redwood Empire—along the shoreline of the cool Pacific.

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 hillsides 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 hailing 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. Electrotyping Company since 1900, and secretary of the Cooperative Binery Company since 1909.

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, celebration, 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 committees, 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 committees, 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 athletics 1919 to 1923; president of Temple Emanu-El Men's Club; director University of California Club.

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.

While member of the Board of Supervisors, on November 12, 1918, introduced original resolution providing for a survey towards bridging 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 in 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; member 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, member of Petaluma and State 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 Sonoma County, 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 unexpired 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 lateral, and rules and policy committees; member of highways, roads and traffic and printing committees.

**HARRY LUTGENS**, San Rafael, Marin County—Native of San Francisco. Resided 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 of 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 building, safety, 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 Association; 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.

Appointed director December 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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## Golden Gate Bridge and Highway District

### ADMINISTRATIVE STAFF

**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 attaché 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. Ruckstell, the first auditor.

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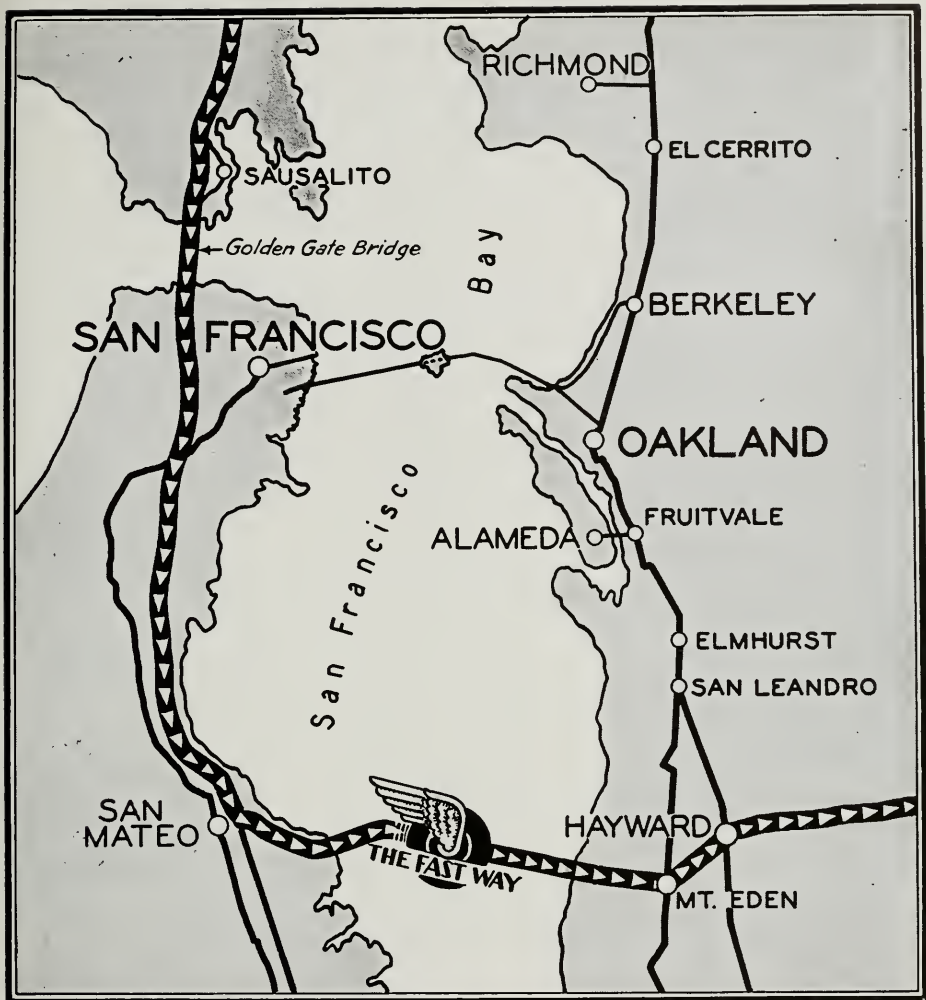
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SAN Francisco's Golden Gate Bridge Fiesta Citizens Committee of which Mayor Angelo J. Rossi is honorary chairman; Supervisor Arthur M. Brown, Jr., chairman; Eric Cullenward, general manager, and James Adam, publicity director, extends its sincerest 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.

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

Hamilton 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.

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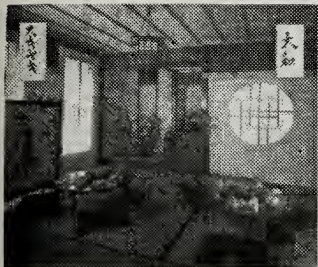
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## Steel Stretches!

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 constantly 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.

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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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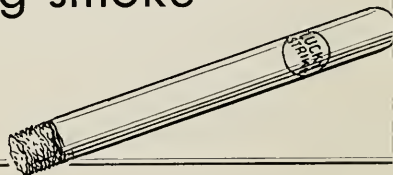
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# GOLDEN GATE

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.

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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.

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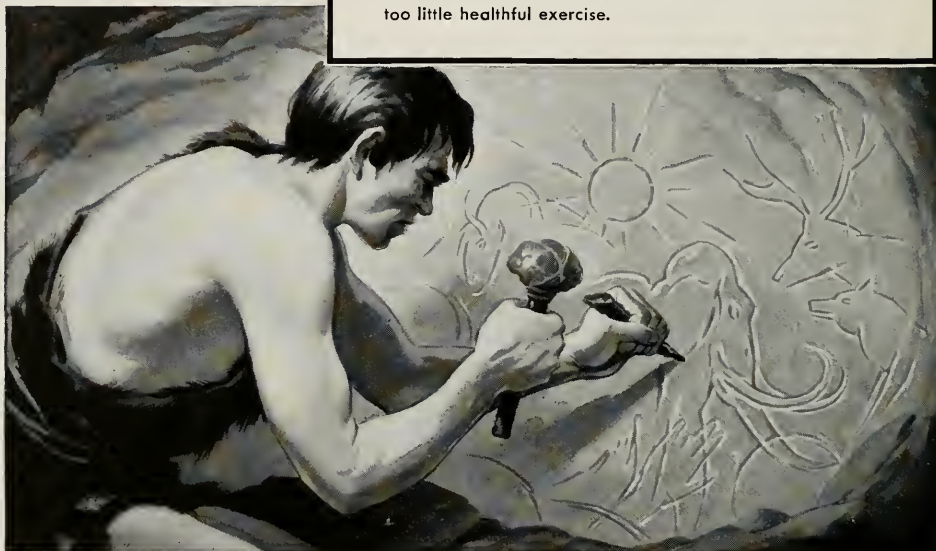
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His picture-writing survives to tell us how he lived—what he ate. And scientists point out that these old savages' rough, primitive fare kept their teeth well exercised, healthy and strong. We moderns eat softer foods—give our teeth too little healthful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



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### TOLL RATES

AUTOMOBILES, . . . . .	taxis, 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	\$5.00
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.

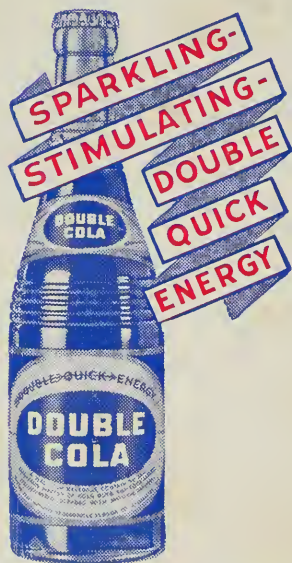
NO VEHICLE MAY leave the Bridge or its approaches and enter upon army reservations except by special authority granted by the Commanding General of the Ninth Corps Area. Locked gates and guards are maintained on the reservation roadways to prevent violation of this clause.

*Drive Carefully . . . . . Enjoy the Bridge Yourself and Help Others Enjoy It*

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