

leisure it bestows upon humanity. Utilization of this leisure, whether in recreation in the Pacific playground or in self-improvement, will be a co-ordinating note in the variety of World's Fair displays.

Static exhibits will be avoided on Treasure Island, which will seek in every field a vitalized or operating demonstration of the product, the nationality, the scientific principle that is the feature of the individual display. Windowless exhibit palaces will permit uniform illumination by day or night; the ground plan of the compact Exposition city will circulate visitors by direct and natural routes throughout the Island, avoiding congestion and exhaustion. Several forms of intramural transportation are under consideration.

The broad program of musical events will include outstanding symphony orchestras, choral groups and individual artists. The Theater of the Sky will present the world of drama, dancing and allied arts; a full calendar of land and water sports will round out the entertainment, with carnival features in the 40-acre fun zone carrying out the Pageant of the Pacific motif. Eating and dancing, particularly, will be international in scope.

Financing of the Western World's Fair in 1939 is based upon WPA and PWA grants approximating \$6,250,000, used in construction phases of dual utility for Exposition and later airport value. Second unit was a campaign to raise \$7,500,000 in public subscriptions, which will be refunded in

whole or in part as the final surplus permits. Receipts from rental of exhibit space, concession privileges, advance admissions and other income will complete the construction program and launch the Fair into its operating period. Including California's \$5,000,000 appropriation, the Federal Government's \$1,500,000, and the expenditures of industrial and governmental exhibitors on Treasure Island, the scope of the Fair is estimated at \$50,000,000.

Leland W. Cutler is President of the Exposition's sponsoring non-profit corporation. Executive Vice-President is Colonel J. Franklin Bell; construction is in charge of W. P. Day, Vice-President and Director of Works. Chairman of the Board is Atholl McBean; John F. Forbes is Treasurer, C. J. Hasson is Controller, and Colonel Allen G. Wright is Secretary and General Counsel of the World's Fair Company. H. C. Bottorff is Executive Secretary.

Other Vice-Presidents are K. R. Kingsbury and George D. Smith; the Board of Management numbers James B. Black, Colbert Coldwell, John W. Mailliard, Jr. and Mr. Kingsbury. Commissioner in charge of Federal participation is George Creel. Department heads are Mr. Day, Director of Works; Mr. Bottorff, Treasury; Wm. W. Monahan, director of Exhibits and Concessions; Brigadier-General William E. Gillmore, Director of Governmental Participation, and Clyde M. Vaudeburg, Director of Promotion and Publicity. Arthur Brown, Jr., is chairman of the Architectural Commission.

## Removals, Alterations and Additions

American Legion Auxiliary 363d Infantry Unit No 408 War Memorial Bldg R202	Burchett Clarence W (Ruth) mgr United Theatre Equip Co h935 Darlen way	Furner Addie Mrs bkpr Sunset Tile Co r443 Capistrano
Arietta Lena F bkpr Community Chest r14 Bernard	Chamberlain Warren G br mgr Wholesale Typewriter Co 533 Market	Gardiner Chas C auto parts 1307 Valencia r1245 Athens
Bach Otto E (Ella) mgr Superior Grinding & Motor Parts Co h610 18th av	Cleveland Cincinnati Chicago and St Louis Ry S W Bone genl agt 681 Market R523	Hasselbrook Gertrude tchr Pub Sch r48 Vicksburg
Baker Robt D (Kath C) treas Westn Box Shook Distributors h101 Cortez	Danielson Carl R pres Wells & Richardson Co r1490 Jefferson	" Ruth sten r48 Vicksburg
Barger Frank C (Elsie) (Reliable Metal & Weather Strip Co) h60 Rae av	Davis Edw F slsmn r969 Buena Vista av de Surville Emil B (Kindt & de Surville) r Pasadena	" Wilma sec Don Lee Inc r48 Vicksburg
Barker Claude W mgr Pac Mfg Co r Okld	De Witt Clinton (Margt) (Waltham De Witt & Krusi) h2377 Filbert	" Wm D r48 Vicksburg
Barnard Richd M (Ruth) res mgr Racine's Western Institute h1418 46th av	Di Maggio Dominic baseball player r2150 Beach	" Wm J H (Emmy) cashr Thos Magee & Sons h48 Vicksburg
Beard Margt M (wid L S) h1857 Bway	" Jos (Rosalie) h2150 Beach	Holroyd Ellieen (Warfield Florist) 215 Jones
Betts J Shannon sec-treas Betts Spring Co r Bkly	" Jos P baseball player and restr Jefferson and Taylor r2150 Beach	Ivicevic Michl lab r635 Minna
Black & Decker Mfg Co A R Toole mgr drills 349 9th	" Salvador (Ann) lab h2821 25th	Loeffler Carl r369 1st
Blennerhassett Chas v-pres Wm M Lohmann & Co r350 San Jose av	" Thos fishermn r2150 Beach	LONDON DAN E (Claire) Mgr Hotel St Francis, Tel DO uglas 1000
Bohner Thos (Marie) h143 Duncan	" Vince baseball player r2150 Beach	Magnin Mary A vice-pres I Magnin & Co r St Francis Hotel
Borg Lawrence pres President Theatre Corp r2070 Pacific av	Don Wing H women's clo mfr 833 Stockton	Mainwaring Gyneth clk Calif Tax Agcy r839 Leavenworth
Bruening John F sec Tri-Valley Packing Assn r Bkly	Downard Edw H pres Western Paper Stock Co r431 Lake	Matsunaga Shino beauty shop 1858 Fillmore r40 Middle
	Fotos Gus h1845 Fillmore	Naton P E asst credit mgr I Magnin & Co r194 Jordan av
		Riees Minah barber 1405 Post

### Miscellaneous Information

Information pertaining to City, County, State and Federal Government, Churches, Consuls, Parks, Public Schools, Secret and Fraternal Societies, State Societies, Trade and Labor Organizations, etc., will be found in Alphabetical Section or under proper heading in Classified Section.