



Redwood Tree Grove—Central feature of California State Section

The California State Exhibit Section

at

“A CENTURY
OF PROGRESS”

International Exposition
in Chicago

May 27 to
November 1
1 9 3 3

Colorful—Pleasing Contrasts



ALIFORNIA'S official exhibit in the magnificent Court of States, adjoining the great Federal Building at the Chicago World's Fair of 1933, is remarkably colorful and presents a number of striking contrasts that make it all the more pleasing. It brings to Chicago a bit of California, as it were, for the delectation of thousands upon thousands of visitors from all parts of the globe who daily throng the grounds of the truly great International Exposition represented by "A Century of Progress."

Unique Features

While California's participation in this mammoth undertaking may not be as extensive, or perhaps as varied as heretofore, this state's display certainly makes up in unique character and absorbing interest what it may lack in other respects.

Tourists Playground

The California exhibit aims to attract the attention more particularly of large numbers of tourists and homeseekers of independent means to the scenic and recreational advantages, historic points and the more spectacular phases of agriculture and industry thruout the entire state.

Sylvan Scene—Big Trees

The California section of the States Building presents a more or less sylvan scene, with giant redwood trees the principal feature. The display is largely pictorial in a rustic setting, interspersed with representative dioramas with their third dimensional effects, and the numerous outstanding products for which this wonderful state is famous. The tout ensemble produces a most charming effect, calculated to arouse the enthusiasm and intensify the desire of thousands

of visitors to go and see for themselves this unsurpassed playground of the nation.

Animated Display

With its many pleasing contrasts the California exhibit is certainly not stereotyped in character. It is animated thru the constant use of a dozen automatic, continuously operated balopticons, which give plenty of life and motion to the display. These ingenious little machines project on 20-inch by 18-inch frosted glass screens approximately one thousand beautifully illuminated rotating pictures of the principal points of scenic and historic interest, leading industries, educational institutions, public buildings, and the harbors and beaches of California.

Waterfalls—Marine Effects

Visitors enter the California section thru a tiled lobby, flanked on each side by waterfalls flowing over artificial rocks, embellished with ferns and similar appropriate California flora. Alongside the walls of this lobby are glass cases containing Catalina's contribution of taxidermied fish, seaweed, coral, rare stones, numerous specimens of pottery and relics found on this fascinating island-resort just off the coast of Southern California. In the rear of this lobby a huge hollow redwood tree forms a twelve-foot-wide passageway to the circular grove behind it.

Central Feature—Giant Redwoods; Basic Industries Dioramas; Sports

This redwood grove constitutes the central feature of the state section and is about forty feet in diameter, faced by large dioramas around the circle depicting several of California's basic industries—mining, oil, citrus and deciduous fruits; also smaller dioramas portraying "Winter Sports" and "Summer Sports" in

the state. In front of these dioramas ample glass-covered cases display the products represented by each. Above the dioramas are large handsome murals illustrating such historic episodes as Marshall discovering the first gold in California, near Sacramento; Cabrillo, the first white man to set foot on California soil, landing at Santa Barbara; Father Junipero Serra founding the first Mission, at San Diego; and Balboa discovering the Pacific Ocean; likewise, superb views of Yosemite Valley, Mount Shasta, Lake Tahoe and Mount Whitney, the highest elevation in the United States. In this central grove fascinating specimens of polished abalone shell novelties, artificial flowers, glazed fruits, dried and processed fruits, and an immense fruit cake, ornately decorated, are also shown, as well as a beautiful display of artistic pottery.

"Golden State" Literature

An exceptionally handsome information booth of natural redwood graces the center of the California section, and from this point literature describing the Golden State's many charms and attractions is being distributed.

Important Industries Dioramas

At the rear of the grove is another hollow redwood tree of the same size, forming a passageway leading to a hall containing a large diorama at each end, one depicting the nut industry and the other the motion picture industry; also eight smaller dioramas featuring such important industries as poultry, alfalfa and grain, rice, vegetables, corn and beans, grapes, olives and honey.

Murals: Missions, Beaches, Manufactures and Commerce. "Redwood Empire" Panels

The murals in this hall are unusually large and imposing; two representing the Missions at Carmel

and Santa Barbara, respectively, and two of similar size are composites of California's spacious beaches, and manufacturing and commerce. On the inside walls of the great redwood forming the entrance to this hall are four large sepia panels of alluring scenes in the famous "Redwood Empire" of Northwestern California.

***San Francisco Miniature — Mammoth Bridges;
Los Angeles County Exotic Exhibit***

Two major exhibits on the east side of this hall are each twenty-eight feet wide and fifteen feet deep. One is a miniature reproduction of San Francisco, and the other an exotic exhibit of Los Angeles County. Both of these remarkable exhibits are attracting numerous admiring spectators daily, all of whom manifest much interest in the Golden Gate Bridge and the San Francisco-Oakland Bay Bridge shown in the miniature, and the fascinating displays of sub-tropical fruits and flora in the Los Angeles exhibit.

California Pure Orange Juice

An attractive little stand, where California pure orange juice is dispensed daily to the thirsty throngs, completes the picture in this hall.

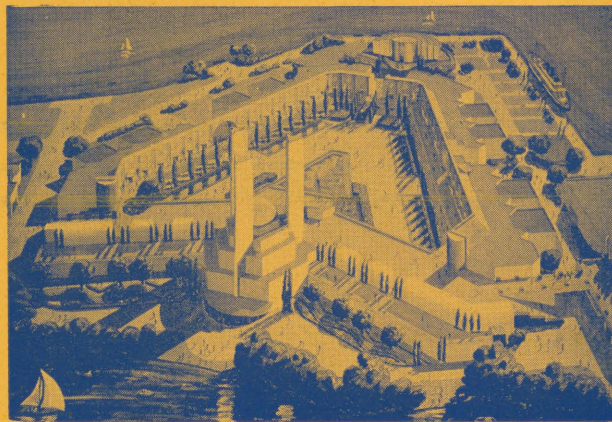
***California Redwood and Dried Fruit
Associations***

On the right of the grove the California Redwood Association has an unusually attractive exhibit of the products of that great industry and their many uses. In this enclosure the Dried Fruit Association of Cali-

fornia shows a remarkably interesting diorama illustrating how California's numerous delicious fruits are processed and packed for shipment.

***Western Pine Association; Fine Arts Palace,
P. P. I. Exposition, 1915; State
Education; Heraldic Art***

On the left of the grove the Western Pine Association displays the products of that extensive industry, and the Society of California Pioneers has a number of contrasting views of the old and the new San Francisco. Here are also displayed several lovely large colored photographs of the celebrated Fine Arts Palace at the World's Fair in San Francisco in 1915, and the California State Department of Education shows a number of selected pictures of the state's schools. A fine display of illumined handiwork in heraldic art is also to be seen here.



"States Building" in background, with Federal Building in front

California State Commission to A Century of Progress

THE California State Commission, appointed by Governor James Rolph, Jr., is composed of Leland W. Cutler of San Francisco, chairman; Adolfo Camarillo of Ventura County; G. A. Davidson of San Diego; Fred W. Kiesel of Sacramento, and A. B. Miller of San Bernardino County. Theodore Hardee of Marin County is Director for the Commission and has charge of the state exhibit, which was prepared and installed under his supervision.