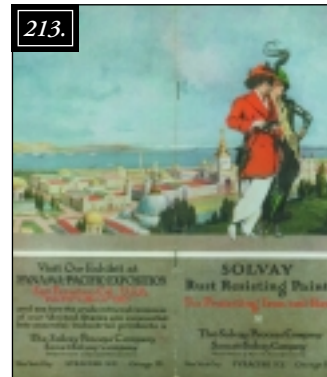
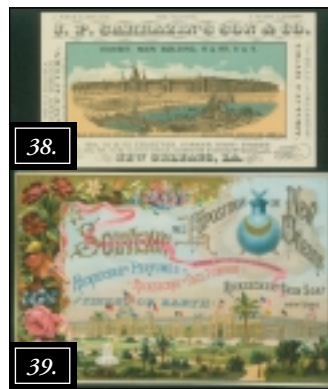


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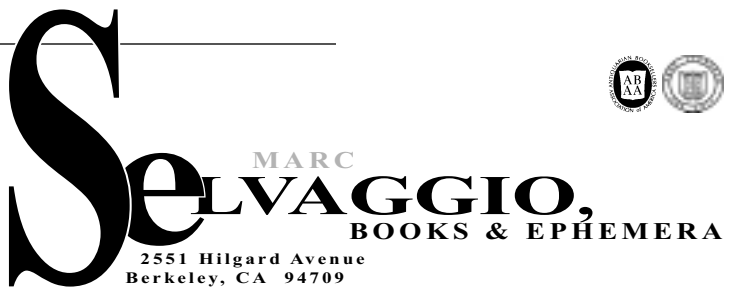
**WORLD'S FAIRS & EXPOSITIONS**





# WORLD'S FAIRS & EXPOSITIONS

*Catalogue Number 142*



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## ORDERING INFORMATION:

**CONDITION:** Unless otherwise noted, an item is in the original binding (as issued), octavo or 12mo in size, and in what is generally accepted as very good second-hand condition. All major defects are noted (although ownership marks such as signatures and bookplates may not be noted unless they substantially add to or detract from the book's interest). The edition or printing is noted when known or important; no citation of edition usually means that the item is a first printing or first edition. "Wrappers" denotes an item with paper covers.

**HOW TO ORDER:** All items are subject to prior sale, and as I usually have only one copy in stock of each, **I strongly suggest a speedy placement of your order.** Feel free to order at any time, day or night, via voice mail, or email. **Please Note:** I no longer have an 800-number, nor a fax number.

**TERMS OF SALE:** ANY ITEM IS FULLY RETURNABLE FOR ANY REASON WITHIN 7 DAYS OF RECEIPT. I would appreciate it, however, if you could notify me immediately of your return, as it is likely that I will have received a duplicate order.

**PAYMENT:** CWO. Payment can be made by check (in U.S. funds and drawn on a U.S. bank), or money order.

**Institutions will be invoiced, and can be billed to fit their ordering or fiscal year requirements.** California residents who do not have a resale tax certificate will be charged sales tax. Discounts to the trade are offered on a reciprocal basis, and only on invoices paid within 30 days of the invoice date.

**SHIPPING:** Shipping charges are extra. Within the U.S. I prefer to ship via Priority Mail, but I will be glad to accommodate your preferences, including UPS services or Federal Express. Shipments outside the U.S. will be at cost.

### *Shipping within the U.S.*

\$5.00 first item, \$1.00 each additional item.

**Cover Illustration: Item #493 (p.47).**

**THIS CATALOGUE (142) is my current entry to a series of catalogues** that I have compiled which have focused on books and ephemera relating to World's Fairs and International Expositions. The pedigree began with my **Special List 91-A** issued in 1991 (under the *Schoyer's Books* imprint) followed by a Schoyer's Books **Catalogue No. 27** (1992), and then more recently by **Catalogues 123, 126, 132, and 138** issued under my personal moniker. ¶ Travels in Europe in recent years have opened up the field of foreign expositions to me, especially the various Paris and Barcelona expos. And I am fortunate to live in an area that also hosted three international expositions (1894, 1915, 1939-40). I plan to continue exploring this topic—and acquiring material and issuing the occasional catalogue, *available in both print and pdf versions*. ¶ Regarding the cataloguing style herein, in my search for bibliographical information [such as author or publication date], and for signs of institutional scarcity [or abundance], I checked *most* titles against the OCLC [World Cat.], as well as an occasional foreign catalogue, and specific institutional catalogues. However, I understand that (1) not all institutions have their catalogues listed therein and (2) much ephemeral material of the kind offered here simply has not been catalogued or completely accessioned. Therefore, "Not located in OCLC" means that I performed a search, usually under a few different parameters [e.g., publisher/publisher location], but did not turned up any holdings. It does not necessarily mean that a copy is not lurking in some folder or phase box—or is, in fact, listed on OCLC. All items, of course, are sent on approval, which allows you to inspect items against those of similar nature or title. —MS



1. [1851 London] **Collection 15 advertising broadsides and flyers from various British firms** promoting a range of products at this first truly International Expo. With 12 pieces—each about 5.25 x 8 inches—including flyers on *Crimerian Boots* (illus.); *Elastic Enameled Cloth for Boots*; *Fred. Brown, Haircutter and Wig Maker* (illus.); *Horsecloth*; *Harness Hams* (illus.); *Girth Regulator for horses* (illus.); *Portable Copying Letter Case*; *Typo-Writing Machine for the Use of*

*the Blind*; plus three larger pieces, including 2ff item from John S. Deed, Currier [leather goods]; folio 1f from Henry Urch on his line of saddle and harness products (including the Ladies' Spring Saddle); and a bilingual 1f sheet from the French paper-goods firm, Patererie Marion. Various types of paper stock (some tinted) and typography incorporated. 300.00

2. [1851 London] **Crystal Palace, Sydenham. Length 1800 feet...** London: J. T. Wood [1851?]. Engraved card with view of the Palace and fountains; dimensions and printed facts along bottom, on glazed stock, 6 x 4 5/8 inches. Verso blank. 50.00

3. [1851 London] **Elkington, Mason & Co. Catalogue of the Art Manufacturers, Bronze Sculptures, Artistic & Decorative Plate, Services, &c., &c., Comprising Adaptations of Select Examples of Antique and Medieval Art.** [London], 1851. 4to. [31]pp + original gilt-stamped flexible cloth, soiled. ¶ Catalogue of reproduced classical art work for home or castle, prepared for the Exhibition and on display therein. Includes a full-page with four illustrations of "The Great Exhibition Commemoration Shield, from a design by Luke Limner." Profusely illustrated with wood-engravings as well as two full-page lithographs. OCLC only notes a 17-page catalogue from 1847. 300.00



4. [1851 London] **Force, Peter. Industrial Exhibition of 1851. CIRCULAR.** Washington: DC: United States Executive Committee, 1850. Large square 8vo. Four pages folded (p.4 blank, but used for mailing, with address and partial cancellation present); partially trimmed, apparently, at top. ¶ US Chairman presents a "summary of information on the most important mat-

ters requiring the attention of State Committees, and of those who intend to become exhibitors," with "Regulations by the Commissioners in London" on p.2. Light fold marks; small remnant of glue in corner (apparently affixed in a scrapbook or ledger). Rare—OCLC notes one holding (NJ Historical Society). 150.00

5. [1853 New York] **Uncle George. Dear Molly... New York City, 2 August, 1853.** Original four-page handwritten letter, on bifolium sheet featuring large (top third) color lithograph of the Crystal Palace for the Exhibition of the Industry of All Nations: printed by Charles Magnus. Small tears at folds, repaired with archival paper tape. ¶ Chatty letter from a New Hampshire man then living in New York to his niece back home. "That's a pretty picture, isn't it?" he begins, referring to the Magnus litho of the Palace. "It is a very correct one too, representing perfectly the form and the proportions of the Palace." George comments on the Exhibition as well as life in the City: "There is such a crowd of people going in all directions, and the streets are so full of carriages of every kind imaginable. The rich and the poor have to get pretty near together sometimes. In the streets, you will meet ladies and gentlemen dressed with all the style and expense you can think of, and right at their elbow may be the most miserable beggar, asking them for charity." 150.00

6. [1857 Paris] **Londet, M. Annales de L'Agriculture Française ou Recueil Encyclopédique d'Agriculture. 5e Serie—Tome Neuvième, Janvier a Juin 1857.** Paris: Bouchard-Huzard, 1857. 592pp + 10 plates (seven folding). Contemporary half-leather over marbled boards. ¶ Reports on various advancements in agriculture—drainage, shovels, etc.—as exhibited at the Exposition. Volume covers other related topics as well. Some text wood-cuts throughout. 100.00

7. [1867 Barcelona] **Academia de Bellas Artes. Informe sobre el resultado de la Exposicion Retrospectiva Celebrada per la Academia de Bellas Artes de Barcelona en 1867 dado a la misma academia por la comision encargada de dicha Exposicion.** Barcelona: Verdaguer, 1868. Oblong folio. 31pp letterpress + 35ff of lithographic plates, many tinted (either copper or light green) on heavy stock. Some scattered foxing. Original leather-backed green cloth boards. ¶ Although focusing mostly on religious paintings, this exhibition of Catalan arts and craftsmanship also included sculpture, tapestries, metalwork, and ceramics—all exhibited in this volume on the lithographs. OCLC notes four institutional holdings, with three in the US (Miami, Art Institute of Chicago, Univ. of MD). 250.00

8. [1867 Paris] **Banks, Hon. N[athaniel] P. Speech upon the Representation of the United States at the Exhibition of the World's Industry, Paris, 1867. Delivered in the House of Representatives, March 14, 1866.** Washington, DC: Mansfield & Martin, 1866. 24pp, self-wrappers, stitched. ¶ Enthusiastic and long-winded speech relating to the question on the floor regarding the appropriation of sufficient funds for US involvement, which Banks enthusiastically supported—especially as he believed the representation of "American civilization in this grand Exposition... will be money very profitably expended." Banks



goes on to provide a good review of the previous international expositions (especially London 1851 and Hamburg 1863) and an argument in favor of government, not private nor commercial support to such an event. A year after the Civil War's bloody conclusion, Banks (from Mass.) trumpeted here, "The strength of our civilization is more in ideas than in force. The lesson the old world is to learn of us and which we ought better to comprehend ourselves is, that in the wise economy of nations, ideas are better than blows, and brains better than blood." Oddly, opposition to Banks' plea for appropriations to the Paris Exposition came from Elihu B. Washburne (R: IL) who from 1869 to 1877 would serve so admirably as the US Minister to... France. 60.00

9. [1867 Paris] **Cowdin, Elliot C.** *The Paris Universal Exhibition of 1867. Remarks in the Chamber of Commerce of New York, Friday, January 12, 1866.* 8pp, self-wrappers, some light soiling on last leaf, with light vertical crease. 35.00

10. [1871 Vienna] **De'Gori, Augusto.** *Le Arte dei Culti All'Esposizione Universale di Vienna.* No place or date. 29pp + printed wrappers, spotted and some soiling. Inscribed by Count De'Gori (1820-1877) —who was the head of Gruppo XXIII, this specific section of the Exhibition— to one Lucinda Price. Not located in OCLC. 125.00

11. [1873 Louisville] **Louisville Industrial Exhibition. Second Grand National Exposition of Arts, Inventions, Manufacturers and Products** *will be held at Louisville, commencing Tuesday September 2d 1873 and continuing until October 11<sup>th</sup> 1873.* Louisville: Louisville Steam Lith. Co., 1873. ¶ Wonderful decorative typographical treat, with a center litho view of the Grand Exhibition Hall—lithographed in green ink. Printed on the verso of a letter sheet (here for Harvey & Keith, wholesale dealers in boots and shoes). Letter portion used and item mailed, as evident from light fold creases. This local fair offered exhibitors an incredible bargain: "No charge made for space." Not located in OCLC. 350.00

12. [1876 Philadelphia] **[Alsina, Miguel]** *Justice, Charity and Freedom Emancipation of the Brazilian Slaves.* [Philadelphia? 1876.] ¶ Single-sided broadside flyer, describing a painting by the "celebrated Spanish artist" who perished at sea while on his way from Brazil to Philadelphia to exhibit this painting. The broadside is either advertising the sale of prints of the painting OR the painting itself—legend at bottom "For Sale Here by his Widow." 30.00

13. [1876 Philadelphia] **Centennial Bank of Virginia [Illinois].** *Original unused stock certificate*, 8 x 14 inches, featuring in the center, a wood-engraving vignette of the Exhibition's main building. No imprint noted on the certificate. ¶ Interesting use of the Centennial imagery, especially here by a small mid-western bank [suggested motto: "As solid as the Centennial itself"]. 45.00

14. [1876 Philadelphia] **Centennial Loan Exhibition. Catalogue.** Philadelphia: Lippincott, 1875. 39pp + printed wrap-

pers. ¶ Good example of that unusual 19<sup>th</sup> century fund-raiser: the loan exhibition. Here, local swells donate a jumble of artifacts, knick-knacks, art, furniture, and the material detritus of domestic life for viewing at 218 West Rittenhouse Square—home of Craig Lippincott, owner of the publishing firm— with proceeds from the door going to the Centennial. This copy apparently belonged to Mrs. Samuel Chew, as her name is checked as well as her contribution of a miniature painting for the "curiosities" section and a painting of Lafayette at the "Chew House, Germantown, 1825." OCLC locates three holdings (Frick, Lib. Co. of Phila., Nebraska). 65.00

15. [1876 Philadelphia] **Da Gama, José de Saldanha.** *Notes in Regard to Some Textile Plants of Brazil, at the International Exhibition at Philadelphia in 1876.* New York: "O Novo Mundo" Printing Office, 1876. 8pp, self-wrappers. 30.00

16. [1876 Philadelphia] **Easton, John.** *Department of the Interior, Bureau of Education.* Washington, D.C., 24<sup>th</sup> March, 1875. Sir: Printed form letter (1p, recto only) asking recipient's comments on material to be used in the representation of American Education at the Exhibition. 25.00

17. [1876 Philadelphia] *International Exhibition. 1876 Official Catalogue. Part II. Art Gallery, Annexes, and Out-Door Works of Art. Department IV. Art.* Second and Revised Edition. Philadelphia: Nagle, 1876. 150pp. Pictorial wraps, a little dog-eared. 50.00

18. [1876 Philadelphia] **John Russell Cutlery Co.** *Manufacturers of Cutlery.* NY, 1876. Folding illustrated trade card (4pp) with tinted views on one side, and text on the Company printed on verso. Not located in OCLC. 50.00

19. [1876 Philadelphia] **Libotte, Nicolas.** *Safety Cage with Breaking Springs and Parachute with Multiple Action Used in Mining and Other Hoists.* Brussels: Goyot, 1876, 4to. Single-sided broadside sheet, printed in red and blue; small tear at crease. At top of broadside: "Universal Exhibition—Philadelphia, 1876." At Bottom: "One is directed to contact the General Agent in the Belgian Exhibition." Not located in OCLC. 45.00

20. [1876 Philadelphia] **Moreira, Nicolau J.** *Historical Notes Concerning the Vegetable Fibers, Exhibited by Severino L. C. Leite.* New York: "O Novo Mundo" Printing Office, 1876. 16pp + tipped in plate + printed wrappers. The fibers exhibited were being offered as a substitute for cotton. 60.00

21. [1876 Philadelphia] **Orange Judd Co.** *Centennial Book, to Take Home.* New York, 1876. 16mo. 16pp, self-wrappers. Illustrated throughout. ¶ Small vest-pocket booklet with many facts about the Exhibition (with small woodcut views) and figures on the US, and many ads throughout for Judd's *American Agriculturist* magazine. 45.00

22. [1876 Philadelphia] *Package Ticket, Admit the Bearer.* Philadelphia Bank Note Co., 1876. Double-sided engraved admission ticket. 20.00

23. [1876 Philadelphia] **Philip Frey & Co.** *Centennial Exhibition, Philadelphia, MDCCCLXXVI.* [cover]. Oblong 16mo. Eight-panel accordion fold, mounted inside. Cloth-backed gilt-stamped glossy boards with gilt-stamped medallion. "12 Copyright Photographs transferred to stone by the New German Process rendering Photographs permanent." Attractive little view book. 45.00

24. [1876 Philadelphia] **Portuguese Special Catalogue. Departments I., II., III., IV., V.** [No place, 1876?] 102pp + wrappers, a few ex-library marks. ¶ Detailed catalogue, with much narrative and statistical matter as well as lists of the thousands of items in the exhibits covering Mining and Metallurgy, Manufacturers, Education and Science, Fine Arts, and Machinery. 65.00



25. [1876 Philadelphia] **Reed & Barton. Manufacturers of Artistic Electro Plate of Finest Quality and Designs.** Boston: Lowell, [1876]. 12mo. [4]pp + pictorial lithographed stiff wrapper (embossed type) with bird's-eye view of factory on front. Three cuts of artistic pieces (e.g., pitcher, tea set). Small descriptive piece from a firm with a stand "near" the center of the Main Building. 50.00

26. [1876 Philadelphia] **Rex & Bockius. The Old Ephrata Printing Press.** [Philadelphia, 1876.] Double-sided printed broadside (12 x 18.5 inches), with an essay about the Ephrata Press—the same press upon which the Declaration of Independence was printed—and the same press which printed this broadside. The text includes a brief bibliography of works printed on said Press. The Printing Press was loaned by its owners, the Historical Society of Pennsylvania, to the Philadelphia printing-equipment firm of Rex & Bockius, who exhibited the old Press alongside modern machinery. The inking of this broadside is not quite ideal—which may be a result of the old Press. Text of the Declaration, with facsimile signatures of the Signers, printed on verso. A few pin holes; tender across the horizontal fold. 75.00

27. [1876 Philadelphia] **United States Centennial Commission. The International Exhibition of 1876, A National Celebration. What Has Already Been Done By Congress and the Executive. Present Condition and Immediate Wants.** No place or date [1874]. 28pp + printed wrappers. Progress, and lack thereof, report. 50.00

28. [1876 Philadelphia] **Da Gama, José de Saldanha. Catalogue of the Products of the Brazilian Forests at the International Exhibition in Philadelphia.** New York: "O

Novo Mundo" Printing Office, 1876. 16pp + printed wrappers. Two slips laid in, including 1p slip, *Mirror-bearers Butterflies.* The Brazilian forests long before the wholesale cutting and destruction began. 65.00

29. [1878 Paris] [Commemorative ribbon] **Tilt & Son. La France a L'Amerique. La Liberte éclairant le Monde. Souvenir de L'Exposition Universelle de Paris 1878.** (Patterson, NJ: B.B. Tilt & Son, 1878). 2 1/8 x 10 1.4 inches. Machine-woven silk ribbon, printed in red, blues and grays on white; featuring Bartholdi's Statue of Liberty flanked by the American and French flags. ¶ "At the Centennial Exposition in 1876, the Phoenix Manufacturing Company [i.e., Tilt & Son] had a book mark loom, a ribbon loom, and a broad silk loom for handkerchiefs, at work in the main building, and though frequently warned by other silk manufacturers that it would be a fool-hardy experiment, so great was the success of the undertaking that with the exception of the railroad and the glass-blowing industry, the company's receipts for the sale of its products were the largest of any single enterprise, and aggregated the handsome sum of over \$140,000. Over three hundred thousand articles were sold during the Exposition, consisting of bookmarks, handkerchiefs, scarfs, ribbons, etc. The distribution of these beautiful silk products broadcast over the entire country had a very desirable effect, and did more to acquaint the public at large with the fact that America was an important producer of silk manufactured goods, than would have been known in twenty years in the ordinary course of industrial progress. Again, in 1878, the company decided to beard the lion in his den, and they transported to the Paris Exposition looms of their own manufacture and wove their beautiful goods in the presence of the greatest silk manufacturers of Europe [my italics]. Here, too, as at Philadelphia, the company received awards for the excellence of their products, and, above all, the proud satisfaction of having held their own against the silk manufacturers of the world"—*Quarter-century's progress of New Jersey's leading manufacturing centres*, 1887 (p.197). 200.00

30. [1878 Paris] **Exposition Universelle de 1878. Le Palais du Trocadéro. Le Coteau de Chaillot. La Nouveau Palais. Les dix-huit mois travaux. Renseignements techniques.** 38 gravures et 4 plans. Paris: Morel, 1878. 205pp. Nine plates, including double-page plan, not in pagination; others plates, full-page and textual. Tailpiece on p.[iii] defaced, otherwise a good copy, all edges gilt, and in contemporary full morocco with stamped spine; some stains on covers. Includes a detailed account, with costs, on the construction of the Trocadero. OCLC locates three US holdings. 100.00

31. [1878 Paris] **Tissandier, Gaston. Le Grand Ballon Captif a Vapeur de M. Henry Giffard. Cour des Tuileries—Paris, 1878. Avec de nombreuses illustrations par M. Albert Tissander.** Paris: Masson, 1878. 67, (1)pp + 13 plates [including frontispiece] not in pagination + original wrappers, some spotting and stains on cover; small cut of balloon over Paris on rear wrapper. Besides the frontispiece, the illustrations consist of 59 "figures"—including text illustrations + 10 full-page illustrations and diagrams in pagination, text illustrations, plus 12 full-page plates not in pagination, (including two double-page views, one show-



ing the construction of the balloon's interior, the other the elaborate rope-and-winch system for keeping the balloon tethered). Small stamp of "Seine/Colportage/1874" on inside cover. ¶ Detailed account, with much technical information, on Giffard's ascent at the Paris Exposition—following on the heels of his previous one at the 1867 Exposition. Tissandier—a writer devoted to aviation—explains Giffard's improvements to his earlier balloon.

By this time, Giffard's balloon was the largest ever built, measuring 36 meters in diameter, and with an unloaded weight of over 13 tons. The observation car could accommodate 50 people, and during the Exposition, almost 35,000 people rode in this 600-meter ascent to see the "Panorama de Paris." Fine selection of images, including many "behind-the-scenes" stages in preparing the large balloon. One of those exposition novelties that also had scientific usefulness. 350.00

32. [1878 Paris] **Young, Jennie J.** *Pottery and Porcelain at the Paris Exposition.* Philadelphia: Lippincott, 1879. 12mo. 31pp + pictorial wrappers. With 10 full-page illus. ¶ Pamphlet published by J.E. Caldwell & Co., an "importer of artistic pottery and porcelain," noting: "The following article by Miss Jennie J. Young... is reprinted from the March number of *Lippincott's Magazine*. As the subject treated upon is one of unusual interest, we have adopted this method of giving it a general circulation among our friends." OCLC notes copies at Harvard and Smithsonian. 65.00

33. [1880 Montreal] *The Authorized Official Catalogue of the Grand Dominion Exhibition, Montreal 1880.* Montreal: Tapson, 1880. 102pp + pink printed wrappers, slight chipping. Detailed catalogue, half devoted to ads, many full-page and with illustrations. This Exhibition—sort of like a big county fair—was open for only two weeks in September. 250.00

34. [1881 Atlanta] **Thornton, John.** *Compliments of John Thornton... Sole Agents in the United States for James Smith & Sons Genuine Needles...* [Philadelphia? 1881.] 12mo. Folded trade card/brochure, with pictorial covers (printed with gilt) of a pseudo-classical scene; pp.2/3 with illustrated advertisement. Thornton was an importer of all sorts of needles as well as pearl shirt buttons, fish hooks, etc., in Philadelphia and New York. 60.00

35. [1881 Milan] *Milano e l'Esposizione Italiana del 1881. Cronaca illustrata della Esposizione nazionale-industriale ed artista del 1881.* Milano: Fratelli Treves, 1881. Folio. 320pp, including 2pp index + general title-page + tipped in color Plan of the Exposition. Many full-page wood-engraved illustration as well as 14 double-page plates. Publisher's cloth with title

mounted on front cover, advt text on rear cover, and printed paper spine label; newly rebacked keeping original backstrip. Old stain on bottom of cover; a little scattered light foxing, otherwise a good copy. OCLC notes three US holdings (Columbia, NYPL, Getty). ¶ Bound set of all 40 numbers (26 actual issues, as there are 13 double-numbered issues) + index. Fine contemporary record in text and images of this Exposition. The plates depict numerous exhibition spaces as well as reproductions of some artwork shown therein—and the 14 double-page plates include views of the Inauguration of the Exposition, scene of night-time fireworks in the Piazza del Duomo, large views of the



Salons of Pianos and of Ceramics (to name a few), a montage plate of a hospital train, and a double-page montage of images of women workers at the Expo. 500.00

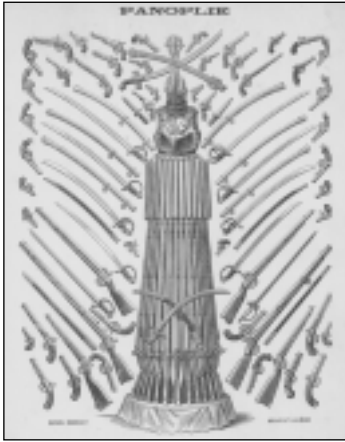
36. [1881 Milan] **Paladini, E.** *Cenni Sull-Impianto Idraulico A Servizio Dell'Esposizione Industriale e Della Nuova Fontana in Milano.* Milan: Collegio degli Ingegneri ed Architetti in Milano, Anno XIV, Fascicolo 11, 1881. 16pp + plain wrappers. Half-title, torn in corner. ¶ Engineer's report on the operation and maintenance of the new fountain built for this Exposition. Not located in OCLC. 85.00

37. [1883 Amsterdam] *Souvenir d'Amsterdam et de l'Exposition. 1883.* Accordion-fold view book, in 12 panels, with sepia-toned lithographed views of buildings and grounds—with captions in Dutch, French, and German—two images per page except for one full-page view of the Exposition's entrance. Original gilt-stamped cloth, very good and bright. Not located in OCLC. 200.00

38. [1884 New Orleans] **J.P. Sarrazin's Sons & Co.** *Exhibit, Main Building, R & RR, 8 & 9.* New Orleans: Kutchum's Print, [1884]. ¶ Illustrated chromolithographed trade card with a central view of the Main Building (litho'd by T. McWilliams) on the front of the card, surrounded by fancy typography; verso has a calendar for 1885 and more fancy text. Card advertising's Sarrazin's Belle of Orleans Cigar Factory. 50.00

39. [1884 New Orleans] **Ricksecker, Theo.** *Souvenir de l'Exposition de New Orleans.* [NY, 1884?] Large chromolithographed trade card (6 x 4 inches) with a brilliant and decorative scene on front featuring the main Exposition building; verso with lists of the firm's various perfumes, face powders, and skin soap—"the finest on Earth." 75.00

40. [1884 New Orleans] **Thomas Meikle & Co.** *Souvenir of Thos. Meikle and Co's Model Farm at the Exposition.* [No place, 1884?] Large chromolithographed trade card (5.5 x 7.5 in.), with promotional copy (and some decorative typography) on verso. ¶ Depiction of Meikle's fanciful exhibit, that



included a circular moat with steamships going around, and at the top, a Meikle plow. 85.00

41. [1885 Antwerp] **A. Riga.** *Exposition Universelle d'Anvers 1885. Manufacture D'Armes De Luxe, De Guerre et D'Exportation.* Liège, 1885. 4to. Original glazed-paper wrappers. ¶ Priced catalogue of extensively illustrated (with wood-

engravings) fusils, carbines, revolvers—as the title notes, arms for all occasions, with military arms (including swords and sabers), from pp.77-105. Not located in OCLC. 300.00

42. [1885 Antwerp] *Catalogo delle Belle Arti: Sezione Italiana.* Roma: Tipografia Fratelli Centenari, 1885. Large 8vo. 44, (4)pp + decorative color printed wrappers. Large-paper copy, untrimmed and uncut. ¶ Elaborately printed catalogue from the Italian Art exhibit at the Universal Exposition in Antwerp, 1885. Opens with an essay on Italian Art (pp.9-21) followed by a catalogue of the pieces exhibited by contemporary painters and sculptors (with prices noted). Printed blue/red/black/green, with fancy chapter heads, initials, and decorations in margins. Rare—not located in OCLC. 250.00

43. [1888 Barcelona] **Asociación Artística-Arqueológica Barcelonesa.** *Album de la Instalación Artística-Arqueológica de la Real Casa en la Exposición Universal de Barcelona, con un catálogo razonado.* Barcelona: Jaime Jepús y Roviralta, 1888. Tall 8vo. 143, (1)pp + 67 (of 70) photoengraved plates. Original red cloth, slight spotting and wear on cover. ¶ Arranged by the topics as arranged in the exhibition space: paintings, books, tapestries, clothing and vestments, sculptures, furniture, and armor. Each plate with a page of descriptive text. Good views of how the material was displayed at this time. Two of the missing plates had shown breviaries owned by Spanish kings. 150.00

44. [1889 Paris] **Burlumi & Co.** *Paris Universal Exhibition, 1889. Greek Section. Currants and Raisins.* [Paris? 1889]. 12mo. 16pp + printed wrappers, a little wear on spine. ¶ Importer of currants here puts “before the visitors [to his exhibit] some interesting information” regarding currants. France consumed many more tons of currants than America. Text in English with facing French version. Cited in OCLC but no holdings noted. 85.00

45. [1889 Paris] *Maison de la Belle Jardinière...* Collection of 48 individual color-printed and illustrated trade cards (4.25 x 5 in.) issued by this famous Parisian clothing and department store in celebration of the World's Fair... both by showing numerous buildings as well as lampooning the event (and attendees) through various captioned cartoons. The collection includes 27 cards that are depictions of various sites and pavilions at the Exposition, with many of the ethnic or foreign pavilions (e.g., Algeria, Monaco), foreign houses (e.g., Arabian, Persian) or historical replicas, and various views (e.g., of the Eiffel Tower). Plus 21 cards being captioned comic illustrations—each of a scene set at the fair, involving for example, married couples, country tourists, visitors encountering foreign workers (such as a Chinese man). Each card has the same advertisement on the verso. Very uncommon. No holdings located in OCLC. 700.00

46. [1889 Paris] **Teatro Circo Barcelonés.** *La Gran Exposición de Cuardos Ilusionistas de Las Principales Maravillas del Mundo.* Barcelona: Pojol, [1889?]. Single-sided printed broadside (43 x 16 cm), a few small edge tears. ¶ Exhibit of a series of large paintings, under the direction of one H. Kaurt, an “Exhibición de las notabilidades de Francia, La Gran Battala de Waterlloo, La Exposició de Paris de 1889.” The broadside text includes an explanation of each portion of the various works displayed. The painting on the Exposition included the famous Tower as well as a depiction of flora, African grapes, the statue of Sadness and Joy, and Aurora's chariot. 65.00

47. [1892 Madrid] **de Barghon de Fort-Rion, Baron.** *Le Portugal au Quatrième Centenaire de la Découverte de l'Amérique et a l'Exposition de Madrid 1892.* Paris, 1895. 38pp + wrappers, darkened around edges. ¶ Flowery tribute to Portugal, the Exposition, and to the Portuguese royalty. OCLC locates one holding (French Nat. Library). 65.00

48. [1893 Chicago] **Rand, McNally & Co.'s Indexed Guide Map and Key to World's Fair Buildings, Grounds, and Exhibits, with Handy Map of Chicago.** Chicago: Rand, McNally, [1893]. Folding colored map (19.5 x 13.75 inches) tipped into vest-pocket-size folding wrappers. Double-sided map, with detailed map of the Exposition (indexed) on recto and a map of Chicago on verso. Dybwad & Bliss 1156.2 65.00

49. [1893 Chicago] [Textiles] **Two original bookmarks, each noted “Souvenir Woven in the Worlds Columbian Exposition Chicago 1893.”** One bookmark shows an Eagle perched atop a globe, clutching a U.S. Flag, with the text “Welcome to All Nations” [2.5 x 5 in.]. The other has a partially furled US Flag at top, with a scene of the U.S. Government Building and then a large smoking cannon and a U.S. Flag, unfurled. Slight discoloration at bottom of each piece (from old glue, apparently), otherwise nice and bright and fine examples of these novel fair-made keepsakes. 150.00

50. [1893 Chicago] **American Cereal Co.** *The American Cereal Company at the Worlds Fair Chicago, 1893.* Boston: Armstrong & Co., Litho, 1893. Complete set of 12 original and



separate lithographed cards, 13 x 19 cm, versos blank (as issued), lacking the printed mailing envelope. ¶ This exhibit, featuring Quaker Oats products, was in the Agricultural Building. The title card shows the firm's Pavilion, followed by 11 images taken from a large panoramic mural painted by H. Bolton Jones and Francis C. Jones entitled "The procession of the seasons." Two cards depict scenes in the firm's mill—the Quaker Oats Packing Room, with women filling colorful boxes, and the Quaker Oats Dry Room. Other cards depict pastoral scenes of agricultural activities (e.g., threshing, reaping) from the "good old days" as well as modern threshing methods. OCLC notes a set only at Delaware, although the Hagley has this item (with the mailing envelope); Crystal Bridges Museum has 11 of the cards. The Wolfsonian (Florida International) has a digital version of the cards on its website. Dybwad & Bliss (*Annotated Bibliography: World's Columbian Exposition*, Chicago 1893, 715.9) cites this series under the wrapper title. 250.00

51. [1893 Chicago] **Arnold, C. D.** *World's Columbian Exposition. Portfolio of Views Issued by the Department of Photography*. Chicago & St. Louis: National Chemigraph Co., 1893. Oblong 8vo. Title leaf plus 36 plates, with photos printed on recto only. Brown pictorial cloth with letter stamped on silver; string ties. Dybwad & Bliss (1709) note four different issues of this work, each with different photos. This "silver lettering" issue is an early issue since the construction on most of the buildings wasn't yet completed, as shown by the photos, which were definitely taken before the May 1, 1893 opening day. The images are noted as "chemigraphs." 50.00

52. [1893 Chicago] **Barlow & Jones Ltd.** *An Old-World Industry at Chicago*. [Manchester? 1893.] Oblong 12mo. 32pp + pictorial wrappers. With 16 full-page wood-engravings, including seven views (from photos) of labor scenes in factories.



¶ British textile firm describes its operation and various products, including a large "Columbus Celebration" quilt. "The varied productions of the Towel department are absolutely bewildering." Dybwad & Bliss 741.4. Not located in OCLC. 75.00

53. [1893 Chicago] **Barre Granite.** *Exhibit of Barre Granite, Barre VT. 1893*.

Oblong 8vo 16pp + pictorial wrappers, small corner chipped, otherwise very good. With eight full-page half-tones of the operations and quarry + two illustrations on interior of covers. Includes five illustrations of the working quarry and five of buildings and monuments (e.g., Leland Stanford's mausoleum) built with Barre Granite. Dybwad & Bliss 741.5. OCLC notes five holdings. 75.00

54. [1893 Chicago] **Blanchard, Rufus.** *Columbia Memorial Songs, Historical, Geography and Maps*. Chicago: Blanchard, 1892. 12mo. 125pp + five plates. Many text illus. Litho wrappers, very chipped; stain on spine; rice-paper tape holding cover; interior good. ¶ Collection of poems and "hymns" about Columbus, many to be sung to the tunes of other songs; followed by a section on "historical geography." Dybwad & Bliss 1471. 30.00

55. [1893 Chicago] **C.C. Shayne and John T. Shayne.** *Columbian Exposition. High Class Furs*. [NY & Chicago? 1893.] 12mo. 16pp + pictorial chromolithographed wrappers; profusely illustrated with 16 pages of tinted lithographs. ¶ Distributed as a souvenir of the firm's exhibition, featuring furs made from sable, mink, and Alaskan sealskin. Styles for women, as well as an overcoat for the gents. Dybwad & Bliss 1004.2. OCLC locates two holdings (Chicago History Museum, British Lib.). 75.00



56. [1893 Chicago] **Caxton Co.** *World's Fair Souvenir Tickets*. Chicago, 1893. Small printed envelope with six different original engraved and illustrated tickets laid on. ¶ Interesting side-line business, post-closing of the Exhibition. A statement by the Exposition's Treasurer, on the envelope, states: "All remaining World's Fair Souvenir Tickets have been sold, and The Caxton Company controls the same." This set includes two passes for the month of May (the Franklin and Indian Chief designs) plus two unused two-part tickets, one for Chicago Day (Oct. 9<sup>th</sup>), the other for Manhattan Day (Oct. 21<sup>st</sup>). 45.00

57. [1893 Chicago] **Duluth Imperial Mill Co.** *"The Old Mill"* [Chicago: Corbitt-Skidmore, 1893.] Folding 4pp card featuring the Company's reproduction of "The Old Mill" in the Agricultural Building, and some text on p.2 and a wood-cut of the Duluth plant on p.3. Dybwad & Bliss Suppl. 832.4 35.00

58. [1893 Chicago] **E. & T. Fairbanks Co.** *Fairbanks' Scales. The World's Standards*. St. Johnsbury, VT, 1893. 20pp + pictorial wrappers. Profusely illustrated, with full-page renderings on versos. Cover title: *1830 1893 Fairbanks' Souvenir of the World's Columbian Exposition Chicago*. ¶ Despite six pages of illustrations of Expo buildings, the text toots the firm throughout and its various awards (e.g., a medal from The Bey of Tunis!) and diplomas. Dybwad & Bliss 840.3. 65.00

59. [1893 Chicago] **Edward P. Allis Co. *World's Fair Engine, built by the..., Engineers, Founders and Machinists, Builders of the Reynolds-Corliss Engine.*** Milwaukee, [1893]. Oblong square folio. [12]pp + printed wrappers; vertical crease; some light soiling and small edge tears. One page of text plus one half-tone and four full-page diagrams, printed on rectos only. Laid in a new custom-made portfolio. ¶ The full-page halftone shows the "Worlds [sic] Fair Engine Started by President Cleveland, May 1<sup>st</sup> 1893." Descriptive piece on the large engine designed by Edwin Reynolds and built by this Milwaukee firm (later known as Allis-Chalmers), with a bird's eye view of factory on rear wrapper. Cover title: *Reynolds' Quadruple Expansion Engine built by The Edwards P. Allis Company, Milwaukee, Wis., U.S.A. World's Columbian Exposition, Chicago. 1893.* Not located in Dybwad & Bliss. Not located in OCLC. 200.00
60. [1893 Chicago] ***Egyptological Exhibit of Egyptian Temple of Luxor. (Museum and Theatre.)*** Chicago: Thayer & Jackson Stationery, [1893]. Single-sided broadside printed on green paper, 9 x 6 inches. ¶ Ephemeral record of an exhibit along the "Streets of Cairo" in the Midway Plaisance area. "5500 Square Feet of Paintings of a Value of \$30,000." Dybwad & Bliss 382.1. 45.00
61. [1893 Chicago] **Executive Committee of the World's Columbian Exposition. *Stuyvesant Fish, Esq., President, Illinois Central Railroad Company. Dear Sir:*** Chicago: Nov. 20, 1893. Large folio sheet, one-side, 16.5 x 22 inches. Manuscript, signed, with gold embossed emblem; small tear at holds and in center. ¶ Calligraphic resolution from the Committee to the President of the Illinois Central, whereas-ing that "adequate transportation facilities" were crucial to the creation and operation of the Expo and that the Illinois Central "made adequate provision for the cheap, safe, expeditious and comfortable conveyance of the vast multitude of people to and from the Exposition grounds," resolve herein to thank Fish and Company, with this Resolution being the evidence. Signed by H. Higinbotham (President) and H.O. Edmonds (Secretary). One may assume this to be a unique copy. 250.00
62. [1893 Chicago] **F.R. Myers & Bro. *Illustrated letter-head, typed;*** Aug. 28, 1894. Stationary that proudly toots this pump manufacturer's "Official Ribbon and Medal" from the Exposition, with the ribbon printed in blue and gilt (almost full-size) down the left-hand side of the sheet. Good example of an exhibitor cashing in on its attendance at the event. 35.00
63. [1893 Chicago] **Farquhar, A.B., comp. *Pennsylvania and the World's Columbian Exposition. Rules, Regulations and Classifications with an introductory chapter on the Resources of the Commonwealth.*** Harrisburg: E.K. Meyers, [1893]. 191pp + many inserted plates [portraits and statuary]. Full-page and text illustrations throughout. Pictorial wraps, spine a little rough. ¶ The folks from the Keystone State were pretty humble: "Pennsylvania ought to be the most conspicuous exhibitor at the Chicago Exposition." This book tells how they were going to do it. Dybwad & Bliss 2042. 60.00
64. [1893 Chicago] **Ferris Wheel, Cabinet Card of.** Chicago: Huszagh, [1893]. Mounted photo, some fading, of the massive Wheel, dwarfing the surrounding smaller buildings; with some facts printed on the mount (e.g., the 36 cars could each carry 60 people, or 2,160 per trip). 75.00
65. [1893 Chicago] **Garneau, Joseph, Jr., comp. *Nebraska: Her Resources, Advantages and Development.*** Omaha, 1893. 12mo. 25pp + faded wrappers, stain spot on cover. Dybwad & Bliss 1966. 25.00
66. [1893 Chicago] **Hatch, J.F. *Hatch's International Female Coliseum, The Midway, An Attractive for Parks and County Fairs under Canvas...*** One page letter from Hatch—on his business stationary, dated Aug. 29, 1898, Washington, Indiana—to one Henry Hall, Secretary of the Hudson, Michigan Free Street Fair, enclosing a cash guarantee [not present] that he will appear in Hudson with his "Midway Dancing girl show Price \$50.00." Stationery printed in red [weak folds reinforced on verso], with text and three testimonials (from Indiana and Illinois Fair Committees); original stamped envelope present. ¶ Hatch is here obviously riding on the wave of interest in exotic dancing created by the Chicago Midway's "Streets of Cairo" attraction. "My featured attraction," he stated on the letterhead, "is big and little Egypt in the world famed dance, Du Ventre known as the Couchee-Couchee or Midway Dance, combined with buck, wing, skirt and fancy dancing, conducted on business principles. No rowdyism, no vulgarity, no grafters nor fakirs connected." I don't know how business principles were applied to fancy dancing, but I have an open mind! 150.00



67. [1893 Chicago] **Industries Association. *Guide to the Irish Industrial Village.*** [Chicago: Rand, McNally, 1893.] 4pp folded sheet, with illustration ("Bird's-eye View of the Irish Industrial Village in Midway Plaisance"). Small tears on fold. ¶ Rare ephemeral souvenir of this Midway concession. As the cover states, "Come and Kiss the Blarney Stone." This exhibit was at

the east entrance of the Midway. Dybwad & Bliss 534.2. OCLC locates one holding (WI Historical Soc.). 50.00

68. [1893 Chicago] **Ismailoff, Capt. Theo. *World's Columbian Exposition. Russian Horses.*** Chicago: [Reagan Printing House], 1893. 29pp + orange wrappers, slightly scuffed and wrinkled. Two plates. ¶ Description and condensed catalogue on a group of 18 horses brought from Russian for exhibition in Chicago, from a breed of Arabian horses developed by one Count Orloff. The descriptions include information on the lineage of each horse, making the pamphlet a kind of stud book. Dybwad & Bliss 639. OCLC notes seven holdings... but NOT Virginia! 85.00

69. [1893 Chicago] **M. Steinert.** *Catalogue of the M. Steinert Collection of Keyed and Stringed Instruments... exhibited as a Loan Collection at the World's Columbian Exposition.* [New Haven, 1893.] [2], 30pp + printed wrappers, slightly soiled, stain on rear cover. Half-tones throughout. ¶ Catalogue of a private collection assembled by a New Haven piano dealer. The collection, consisting mostly of clavichords, spinets, and harpsichords, was fresh from an appearance at the International Exposition for Music and Theater, held in Vienna in 1892. Dybwad & Bliss 1536. 75.00

70. [1893 Chicago] **Mandel Bros.** *Souvenir of the World's Columbian Exposition, Chicago 1893. Compliments of...* Chicago, 1893. Oblong thin 8vo. 16pp text + 16pp illustrations + folding 15x15 inch color "Exposition Guide Company's Map of Chicago" (with street index on verso, 1891), map + cloth-backed pictorial wrappers. Small tear on back cover repaired. ¶ Guide issued by a Chicago furniture store (with images of same on wrappers), with information for the stranger in town. Good map of Chicago. Expo illustrations are pre-opening imaginations. Dybwad & Bliss 1161. OCLC locates three holdings, all in Chicago. 85.00

71. [1893 Chicago] **Manufacturing Goldsmiths' & Silversmiths' Co.** *The Exposition Clock...* [London? 1893]. Four-panel folded tinted lithograph folder (8pp), consisting of four cards, each devoted to a specific item created for the Exposition, with explanatory copy on verso. Shown and described are the Exposition Clock, The Columbian Shield, the Shakesperian Casket, and "A Magnificent Exhibit of Diamond & Gem Work" (printed in blue and green). Attractive souvenir. Dybwad & Bliss 854.4, noting that the Clock is "now located in the lobby of the Waldorf Astoria Hotel on Park Ave., New York." 125.00



72. [1893 Chicago] **Melville, George W.** *Grand Panoramic View of the Heart of Chicago, overlooking the entire business portion of the City, Lake Michigan and the Columbian Exposition.* Chicago, 1892. Impressive fold-out (12-panel) panoramic illustration of the City, 8.5 x 52 inches, with buildings keyed in the lower margin; the verso is a view book of Exposition Buildings (pre-opening renderings). Tipped into a printed folder that is badly chipped, cover detached—but plate is fine. This copy was distributed as a promotional piece for the Cincinnati, Hamilton & Chicago Railway and the Louisville, New Albany & Chicago Railway, both featuring a "World's Fair Route" from Cincinnati to Chicago. Reps cites two later panoramas of Chicago published by Melville (1896 and 1897) but not this

1892 version (*Views and Viewmakers of Urban America*, p.291). Dybwad & Bliss (926) note a version with 8pp text, but no text is present in above copy. 45.00

73. [1893 Chicago] **Panorama of the Swiss Alps. (Bernese Oberland).** *Explanatory Notice followed by a Description of Switzerland.* Geneva: Imprimerie Suisse, 1893. 64pp + folding color map + original pictorial wrappers, very chipped, front wrapper detached. ¶ Scarce souvenir of an exhibit from the Midway—a large panoramic painting of the Alps, first shown at the Paris Exposition of 1889. On the Chicago Midway, the Panorama was sandwiched between the Turkish Village and Natorium. Dybwad & Bliss 962. OCLC locates two US holdings (Boston Athenaeum, Center for Res. Libraries). 50.00

74. [1893 Chicago] **Puig y Valls, Rafael.** *Viaje á América. Estados Unidos, Exposición de Chicago, México, Cuba y Puerto Rico.* Barcelona: Luis Tasso, 1894. Two volumes bound as one, as issued. 235, (1); 262, (1)pp. Illustrated chapter-heads (half-tones). Paper browning. Contemporary half-leather over cloth boards, bound for a Barcelona collector [the original binding was a purple pebbled cloth]. ¶ First-hand account of travels to America—specifically to investigate and report on the Columbian Exposition, and on the appearance of the Spanish Infanta at the Celebration in Chicago—by a journalist with Barcelona's *La Vanguardia* newspaper. Includes reports on the various Spanish exhibitions, on the Midway Pleasance, and on the Exposition's Jury (and antagonism caused by the group). Volume One is almost devoted to the Exposition, while Volume Two includes travels to Salt Lake City, to Northern California—with chapters on San Francisco's Chinatown and on the wines of California—plus chapters on Mexico and Cuba (principally focusing on Havana). This excellent travel account was published as a gift to subscribers of the newspaper, and it has never been translated. Two years later, Puig y Valls composed a report to the Spanish Government on the Exposition, *Exposición Universal de Chicago (Notas Científicas)*. Much of his writing in this 1894 narrative found its way into the later report. Dybwad & Bliss 668. 100.00

75. [1893 Chicago] **Roussel, J.** *Guide Franco-Américain.* NY: Courrier des États-Unis, 1893. [312]pp + folding plate + large color folding map + pictorial wrappers. Profusely illustrated with wood-engravings. ¶ Guidebook/handbook to the U.S. for French citizens—hence full of ads from businesses in New York catering to French clientele. Mostly focused on New York City, but the book does include information and illustrations on other parts of the US, including Chicago during this Expo year. With information on American politics, commerce, tables, etc. The fifth year of this guide. OCLC only shows single holdings of a few other years. 150.00

76. [1893 Chicago] **S. Liebmann's Sons Brewing Co. Brooklyn N.Y.** NY: Photochrome Engraving Co., 1887? Chromo trade card (4x6) with image of the Company's beer-themed exhibit at the Exposition, on verso text about its awards at the 1876 Exhibition. A little edge wear. 45.00

77. [1893 Chicago] **Singer Manufacturing Co. *Catalogue of Singer Sewing Machines for Family Use***. [NY, 1893.] 32pp + nine chromolithographed plates + chromolithographed wrappers, with Expo grounds map on rear cover. Prof. illustrated. ¶ Noted as the "Columbian Exposition Edition, May 1893" of a Singer catalogue, with illustrated pages of various models, interspersed with color plates from Singer's "Costumes of the World" series of trade catalogue, and information noted in a few places of the four locations at the Exposition where Singer machines may



be found (e.g., "Machines for sewing leather, in Leather and Shoe Trades Building"). Dybwad & Bliss 779. 125.00

78. [1893 Chicago] **Singer Mfg. Co. *Costumes of All Nations. Souvenir, World's Columbia Exposition 1893***. Singer, 1892. Almost-complete set of 35 (or 36) chromolithograph cards, only lacking a card for Norway); each showing a person in native garb from a specific country, sitting at a Singer sewing machine! Brief descriptive text on verso. The original

slipcase box is present, but it is in pieces—the cards, however, are in fine condition. 100.00

79. [1893 Chicago] ***Souvenir Album, Columbian Exposition, Chicago 1893***. 4to. 19ff. Decorative bound photograph album, with polished blond-wood front cover with elaborate metal inlay and center metallic medallion (with a relief bust of Columbus); rear board and spine covered in red velvet, with velvet rubbed but otherwise in very good condition; all edges gilt. Each leaf is of stiff cardboard, die-cut in the center to hold a standard cabinet-card photo while the last two leaves have four-cuts per page, to hold smaller CDV cards. The title leaf (sans die-cut) has a chromolithographed image of the Administrative Building; nine subsequent leaves have delicate two-toned chromolithographed images around the margins of various Exposition buildings (e.g., Gallery of Arts, Government Building, Horticulture Hall); nine leaves, as noted are blank, save for the die-cut center space. A few small close tears but overall a very good album, complete with the decorative spring-loaded metal lock/clasp. A very elaborate and expensive souvenir for the well-heeled visitor. ¶ A faint image transfer on verso of the title leaf shows that this album, although now empty, was once used for its expressed purpose. Dybwad & Bliss 1017.3, noting the two different bindings (the other was part cloth/ part celluloid). 400.00

80. [1893 Chicago] **T. Kingsford & Son. *Columbian Souvenir***. Oswego, NY, 1893. 12mo. 12pp + [4]pp chromolithographed packaging + pictorial chromolithographed wrappers. ¶ Describes how one's life can be made easier by using "Pure

Starch from Indian Corn." Rear wrapper is an illustration of Kingsford's exciting "Starch Exhibit." Chromolithography by Forbes of Boston. Dybwad & Bliss Suppl. 899.6. 45.00

81. [1893 Chicago] ***The Story of Columbus***. NY: Edward Brandus, 1893. Oblong 8vo. 31ff + pictorial wrappers, slightly soiled, with string tie. Full-page and text plates. ¶ Standard life of Columbus with lots of pictures. As printed on the cover: *Souvenir World's Columbian Exposition Chicago 1893 Bought on the Fair Grounds*. Dybwad & Bliss 1028. 35.00

82. [1893 Chicago] **The Venice & Murano Exhibiting Co. *The Venice & Murano Exhibiting Co. of Venice. At the Chicago World's Fair, 1893. Glass and Mosaic***. [Chicago: Conkey, 1893.] Oblong 8vo. 24pp + wrappers. With nine full-page sepia half-tones. ¶ Includes a description of glass-making at the firm's factory, with four half-tones of workers; also information on the firm's two large mosaics made for the Exposition. Oddly, the Company's ornate "Italo-Gothic" building was located on the Midway, between Hagenbeck's Animal Show and the U.S. Submarine Exhibit. Dybwad & Bliss 1045.4. 75.00

83. [1893 Chicago] **Thurston, Lorrin A. *The Volcano of Kilauea***. [St. Louis: A.B. Morse Printing Co., 1893.] Oblong 12mo. [16]pp + pictorial wrappers, slight stains on cover. With seven full-page renderings (of fake volcano scenes). ¶ Souvenir of this "Educational Exhibit" located on the Midway Plaisance, being a "correct and faithful representation of the world's great mystery—an active volcano." The exhibit incorporate "mechanical ingenuity... in creating the volcano and the fire effects." In my experience, an uncommon Midway souvenir. Dybwad & Bliss 1829. 200.00

84. [1893 Chicago] **U.S. Department of Agriculture, Weather Bureau. *Souvenir. Explanation of Weather & Temperature Flags and Wind Signals***. [Washington, DC: Graham Litho, 1893]. Folding 12mo lithographed card, with various flags printed in color. Small stain on front. Dybwad & Bliss 288. 75.00

85. [1893 Chicago] **Wisthaler, Johanna S. *By Water to the Columbian Exposition***. Schenectady, 1894. 1-58, 67-132pp, lacking pp.59-66 [not bound in] + frontispiece + folding plate at end. Original wrappers, chipped on edges. ¶ Wisthaler's account of a trip aboard the stream yacht "Marguerite," to Chicago via the Erie Canal and the Great Lakes. As noted, lacks a signature that covered a portion of the Lakes Huron/Michigan trip—but the sections (pp.76-132) on Wisthaler's visit to the Fair and her impressions of the event are intact. 45.00

86. [1894 San Francisco] **International Order of Odd Fellows. *I.O.O.F. Midwinter Fair Celebration, 75 Anniversary of American Odd Fellowship. San Francisco, December 27, 1893***. Single sheet, printed on recto only. With former library stamp (withdrawn) in upper corner. ¶ Printed message, with much detail, to Lodges throughout California, on the Odd Fellow's appearance and participation at the Mid-Winter

Fair, especially with an Odd Fellow's Day, "the greatest demonstration ever witnessed on the coast." Specifics of dates and events given as well as call for money and participation, etc. 45.00



87. [1898 Omaha] Dept. of Publicity. *Trans-Mississippi International Exposition, June 1 to November 1, 1898*. Omaha: Dept. of Publicity, [1897?]. 32pp, self-wrappers. Profusely illustrated. Pre-opening promotional booklet, noted here as "Revised Edition." With renderings of the major buildings. 125.00

88. [1898 Omaha] White City Art Co. *Snap Shots of the Trans-Mississippi*

*Exposition at Omaha, Nebraska*. Containing Reproductions of all of the Prominent and Beautiful Buildings, the Midway, Bird's-Eye and General Views of the Exposition. Chicago, 1898. Oblong 8vo. [48]pp + embossed printed wrappers, some slight sunning and chipping. ¶ Collection of 48 images—mostly all exteriors of main buildings and street scenes, but with eight studio portraits of Native Americans (single portraits as well as some group photos). 75.00

89. [1900 Paris] *Album Photographique Paris Exposition 1900*. Paris: Librairie A. Taride, [1900]. Square 8vo. Eighteen-page accordion-fold view book, tipped into gilt-stamped red cloth. Total of 36 images of scenes around the Exposition, numerous buildings, the Tracadero, the Seine, etc. 45.00

90. [1900 Paris] Bassières, E. *Notice sur La Guyane*. (Paris, 1900.) 244pp + folding (14 x 17 in.) map. Half-tones (full-page and text). Pictorial wrappers, chipped spine repaired. ¶ Detailed handbook on this French colony in South America, with an emphasis on economic topics (e.g., agriculture, mining), with much statistical matter. Folding map prepared for the Société de Géographie by G. Brousseau. Volume in the series *Colonies et Pays de Protectorats* (each title issued separately), prepared expressly for distribution at the 1900 Exposition Universelle in Paris. 85.00

91. [1900 Paris] *Carte Postales*. Group of 18 original, unused postcards of views of the Exposition—mostly of the principal Palais and grounds. Undivided backs. Slight occasional foxing. Send 'em to your friends: 45.00

92. [1900 Paris] Chailley-Bert, M.J. et al. *Notice sur les Etablissements Français de l'Océanie*. (Paris, 1900.) 127pp + map + pictorial wrappers, some wear on spine. Full-page and text half-tones. ¶ Tahiti and the smaller island colonies. Volume in the series *Colonies et Pays de Protectorats* (each title issued separately), prepared expressly for distribution at the 1900 Exposition Universelle in Paris. 85.00

93. [1900 Paris] *Collection de Cadrons de Montres Faisant suite a l'Époque Révolutionnaire*. Paris: Maison Rapide, 1900. 19pp + decorative wrappers. ¶ Specialized catalogue from the Horology section—here listing those watch faces, from the Empire Period (1804-1814), that were on display. OCLC notes a copy at the French Nat. Library. 45.00

94. [1900 Paris] Comité d'Installation. *Musée Rétrospectif de la Classe 11. Typographie—Impressions Diverse (Matériel, procédés et produits)*. [Saint-Cloud: Belin Frères, 1900?]. Small 4to. 35pp + 11 plates + original wrappers. ¶ Catalogue of the French exhibit on printing and typography, with the plates presenting reproductions of printers' devices and library emblems. 125.00

95. [1900 Paris] Comité d'Installation. *Musée Rétrospectif des Classes 19, 20, 21, 22. Mécanique (Matériel et procédés généraux)*. [Saint-Cloud: Belin Frères, 1900?]. Small 4to. 99, (3)pp + eight plates + original wrappers. ¶ Excellent report on France's exhibition of mechanical devices and machinery—pumps, motors, engines, etc.—both from the historical viewpoint as well as current advances in the field. Profusely illustrated, including seven phototype prints (by Berthaud) of mechanical items in the display. 150.00

96. [1900 Paris] *Crosse & Blackwell Limited, London, England*. No place or date. 12mo. [8]pp + chromolithographed wrappers [various Soho scenes], string tie. ¶ Souvenir from British food company, with a two-page list of its products, list of Paris hotels, cafes, etc., and center-spread map of Expo grounds, with "British Allotments" shown in red. 45.00

97. [1900 Paris] *Exposition Universelle. Collection E.H Paris*. Six different stereo-view cards, on green-printed mounts. Hand-painted. Double-sandwiched images, with a hand-colored version of tissue paper backing the photographic image, creating a colored version when projected or held to the light. Includes: interior view of the Palace of Navigation; exterior view of the United States Building; interior of German pavilion; view of Pont Alexandre with crowd; and two exterior views of pavilions along the Seine. 125.00

98. [1900 Paris] France-Album. *Album de l'Exposition 1900. 120 Vues et 7 Plans. No. 61-62*. Paris, 1900. Oblong 8vo. [80]pp + wrappers, sunned and stained, some scuffing and soiling inside, fair copy. ¶ Captioned view book, with some diagrams throughout, issued by a monthly magazine devoted to illustrating France "par Arrondissement." 35.00

99. [1900 Paris] La Fonderie Allainguillaume. *Caractères D'Imprimerie et Blancs Fonderie Mayeur*. Paris: A La Fonderie, 1900. Four-panel (8pp) folding brochure, with pocket on the first flap (with three brass grommets). Printed in color and gilt, with some illustrations throughout. ¶ Attractive brochure from this typesetting firm—first founded by Gustave Mayeur—describing its various types, cuts, ornamental designs (classical and fantastical) and other products. The firm exhibited at Group III, Classe 11. 50.00



100. [1900 Paris] **Mce. Poussielgue-Rusand.** *Manufacture D'Orfèvrerie Religieuse et de Bronze.* Paris, 1900. Three-panel folding illustrated brochure, promoting the firm's array of ornate and gaudy gilt and bronze ecclesiastical furniture and chalices, especially altars for churches and private chapels. Center three-panel illustration of the firm's exhibit. 35.00

101. [1900 Paris] **Nicholas, M. Pierre.** *Notices sur L'Indo-Chine, Cochinchine, Camboje, Annam, Tonkin, Laos, Kouang-Tchéou, Ouan publiées a l'occasion de l'Exposition Universelle de 1900.* (Paris, 1900.) 320pp + one color plate (showing Exposition Palais). With 119 illustrations, most full-page half-tones, in pagination, also a folding color map. Original pictorial wrappers, chipped on spine; color bird's-eye view rendering of the Indo-Chine complex at the Exposition printed on rear wrapper. ¶ Very detailed hand-book on the region, published here in the series *Colonies et Pays de Protectorats* (each title issued separately), prepared expressly for distribution at the 1900 Exposition Universelle in Paris. 125.00



102. [1900 Paris] **Rousselet, Louis, ed.** *L'Exposition Universelle de 1900.* *Illustré de 152 gravures.* Paris: Hachette, 1901. Large 8v0. 318, (1)p. Decorative stamped red cloth, some minor stains on rear. All edges gilt. Illustrations from half-tones and cuts throughout. ¶ History of the Exposition, covering most aspects, including the Exposition d'Hygiène, the French colonial section, the Palace of Electricity and Water, agriculture, forestry, fashions, the Palace of Optics (with its own Hall of Mirrors), mining, railroads, and electricity. 100.00

103. [1900 Paris] **Th. Pilter.** *Machines Agricoles. Année de l'Exposition. Paris, 1900.* Oblong 12mo. 40pp + pictorial wrappers. Profusely illustrated throughout with woodcuts of implements, plows, presses, treadmills for dogs [seriously]. 35.00

104. [1900 Paris] **Tuffier, Docteur [Théodore].** *Musée Rétrospectif de la Classe 16, Médecine & Chirurgie.* [Saint-Cloud: Belin Frères, 1900?]. Small 4to. 52pp + 2 plates. Wrappers, lacking rear; new paper spine. ¶ Specifically a report on the presentation of French medicine—leading up to Pasteur—in the France Section. Profusely illustrated with full-page and text reproductions of from books, art, etc. 100.00

105. [1900 Paris] **W.C. Horne & Sons.** *Souvenir Lumineux.* [Paris: Charles Lamy, 1900.] 12mo. 4pp folding pamphlet, with large white star mounted on front. ¶ Novel souvenir from a British firm that manufactured machinery for the



printing industry, from its stand in the British section, "Group II, Class 13, Stand 308." The center had two maps of Paris and the Expo; front cover has a mounted paper star, with the instructions: "Expose the Star to Light During the Day and It Will Shine All Night." Not located in OCLC. 45.00

106. [1901 Buffalo] [View book] **The Pan-American at a Glance** [cover title]. No place or publisher, 1901. Large oblong 8vo. [32]pp + decorative embossed wrappers. ¶ View book with briefest of captions, of scenes and major buildings, some night-time illuminations, and with nine plates of views along the Midway (e.g., Streets of Cairo, Dreamland, Oriental Types). 65.00

107. [1901 Buffalo] **20<sup>th</sup> Century Mfg Co.** *To the Visitors of The American Girl's Solid Gold Statue.* *At the "20<sup>th</sup> Century" Booth.* NY, 1901. 12mo. Folded flyer (4pp) with gilt silhouette on cover. ¶ Promotional flyer from manufacturer of bicycle headlights—shown and described here on pp.2-3. The statue— 600 pounds of gold, worth \$250,000— modeled by Maude Adams and sculpted by Bessie Potter, had been exhibited the year before at the Paris Expo. 30.00

108. [1901 Buffalo] **B.T. Babbitt.** *Pan-American Exposition May to November 1901. B.T. Babbitt. Miniature Specimens of Beautiful Panel Pictures* [cover title]. NY, 1901. 16mo. [24]pp + wraps. With 17 full-page reproductions. ¶ Small catalogue of homey or patriotic artwork that was available in print form to customers of Babbitt's Best Soap and its 1776 Baking Powder (in exchange for coupons clipped from boxes). OCLC locates one holding (Hagley). 30.00

109. [1901 Buffalo] **Barry, Richard H.** *The Grandeurs of the Exposition, including State Buildings, Midway Scenes, Foreign Buildings, with Typical Buffalo and Niagara Falls Views.* Buffalo: Reid, 1901. Oblong 4to. [48]pp + embossed pictorial red wraps. Prof. illus. Includes two double-page views. Good scenes of exteriors of Midway features. 50.00

110. [1901 Buffalo] **Bennitt, Mark, ed.** *The Pan-American Exposition and How to See It. A Complete Art Souvenir, With a Condensed Guide to Buffalo and Niagara Falls.* Buffalo: Goff Co., 1901. Oblong 8vo. [80]pp + wrappers with color illustrated mounted on cover. Prof. illustrated. ¶ Unusual guidebook—not organized in a useful manner (for a visitor) but yet full of information, and illustrations, of the buildings, grounds, art work, and events. 75.00

111. [1901 Buffalo] *Illinois Fruit Exhibit, Pan-American Exposition, Buffalo, New York, 1901* [cover title]. Champaign: IL: Gazette Press, [1901]. 12mo. [12]pp + decorative wrappers,

some spotting. Two plates. ¶ From the land of 25 million apple trees! Includes a description of "Illinois apples at the Paris Exposition of 1900." Not located in OCLC. 45.00

**112.** [1901 Buffalo] **Knowlton & Beach.** *Pan-American Exhibit of Knowlton & Beach, Paper Box Machinery.* Rochester NY & London, (1904). Thin 8vo. Three-panel folding booklet with additional three-panel sewn-in page. ¶ Striking chromolithograph pamphlet showing the paper box and staying machines manufactured by this firm. Illustrations depict male and female (five) workers using the various models. Outer pamphlet in the Viennese graphic style. OCLC notes two holdings (Hagley, Penn). 100.00



**113.** [1901 Buffalo] **McCallum Hosiery Co. Northampton, Mass.** 12mo. 4pp folding brochure with chromolithograph covers—both sides featuring images of socks. From the firm's Pan-American exhibit of its superior "silk hosiery." 50.00

**114.** [1901 Buffalo] **Pierce, Dr. R.V.** *Free Guide to the Exposition, Buffalo*

*and Vicinity, with Map.* Specially Printed by Dr. R.V. Pierce For Free Distribution to Pan-American Visitors [cover title]. 12mo. 48pp + folding color-outlined map (10.5 x 14 in.) + small Expo grounds map + pictorial wrappers. ¶ Promotional booklet for both the Exposition as well as for Dr. Pierce's Medical Dispensary (located in downtown Buffalo) and his *Common Sense Medical Adviser*... with text on the city interspersed with text on Pierce's medical wonders... and even-numbered pages with space for "Pan-American Notes," and this copy used by the original owner to record, in pencil, Expo activities [e.g., "saw spot when McKinley killed"]. OCLC locates a copy at the Univ. of Rochester Medical Center. 125.00

**115.** [1901 Buffalo] **Resources of the State of Oregon.** N.p., 1901. Large square 8vo, folds to thin 8vo. 48pp + pictorial wrappers. ¶ Profusely illustrated promotional piece meant to entice travelers—or more specifically, settlers—to Oregon, "The Garden Spot of the Union." Much on agricultural bounty in the state and the fiscal soundness of Portland. Also copper mines "So Near Our Homes" and "The Greatest Sheep Ranch on Earth." Map of Oregon and southern Washington printed on inside wrapper; outer wrapper has a map and plug for the 1905 Portland Exposition. 85.00

**116.** [1901 Buffalo] **Souvenir of Nürnberg and Dürer.** *Pan American Exposition 1901.* [Boston: Bartlett Press, 1901.] Tall 8vo. 12pp + pictorial wrappers. ¶ Although illustrated with reproductions of Dürer's work, this pamphlet is also a promo-

tional book for the services of Fraulein Antonie Stolle of Berlin and her illustrated lectures on German art, using her 1200+ lantern slide collection, with all photos taken and colored by herself. OCLC locates one holding (Univ. Chicago). 45.00

**117.** [1901 Buffalo] **View book.** *One Hundred Views of the Pan-American Exposition Buffalo and Niagara Falls.* Buffalo: Robert Allan Reid, 1901. Oblong 8vo. [80]pp + embossed red wrappers. ¶ Profusely illustrated view book with generous descriptive text throughout. Good coverage on the Midway (20 pages) with fanciful illustrations of the buildings (obviously prepared before the Opening) and a good section on Buffalo and all its charms. 60.00

**118.** [1901 Buffalo] **Wittman, A.** *Souvenir of the Pan American Exposition...* Buffalo, N.Y. In *Photo-Gravure from Recent Negatives.* Brooklyn: Albertype Co., 1901. Oblong 8vo. Title leaf + 16ff + string tie wraps with illustration mounted on the front cover. 35.00

**119.** [1904 St. Louis] **Standard Sanitary Manufacturing Co.** *A Century After. A Souvenir of the Louisiana Purchase Exposition at St. Louis, Commemorating the marvelous growth of our country.* Pittsburgh, 1904. [16]pp + color pictorial wrappers. Prof. illustrated. Designed as four folding sections. ¶ This attractive pamphlet not only celebrated the marvelous growth of the country... "Texas!"... "Alaska!"... but also the marvelous growth in plumbing fixtures and bathroom designs, promoted here in six full-pages, showing different styles of residential and commercial bathrooms. The firm specialized in porcelain enameled ware. OCLC locates one holding (Missouri Historical Soc.). 60.00

**120.** [1904 St. Louis] [Prospectus] **Halstead, Murat.** *Pictorial History of the Louisiana Purchase and the World's Fair at St. Louis.* Beaver Springs, PA: American Publishing Co., n.d. [1904?]. Large double-sided illustrated broadside, 19 x 12 inches, issued as a promotional sales pieces for this *History*. With six illustrations, including artistic renderings of buildings, suggesting that the book was being rushed into production before the Fair began. The usual ballyhoo for this Superb Volume. Although Halstead was churning out subscription books during this period, this title (and this broadside) are not cited in Arbour's *Canvassing Books* (1996). No holdings located on OCLC for this advertising item. 65.00

**121.** [1904 St. Louis] **Belasco, David and John Luther Long.** *Souvenir Programme. Blanche Bates in "The Darling of the Gods."* NY: Nathan and Waterman, 1904. Oblong folio. 16ff + die-cut pictorial wrappers with silk-string time. ¶ Captioned view book, as it were, of this elaborate production by the famous theatrical producer and playwright (Belasco) of his "Drama of Japan in Four Acts." Needless to say, the large cast of this horse opera were all Caucasian, with Ms Bates playing the lead, Yo-San, Daughter of the Prince of Tosan. Noted on the cover as "David Belasco's Exposition Production 1904." It played there for 17 weeks. OCLC locates three holdings (Smithsonian, Oklahoma, Calgary). 125.00

122. [1904 St. Louis] **Bland, A.C.** *A Guide and Hand Book of Information Concerning City and Fair*, adapted to all who need maps or guides, especially visitors who have but a short time to spend. [St. Louis? 1904.] 48pp + tipped-in folding color map (13.5 x 9.5 in.) + pictorial wrappers. Stapled rusted, replaced. ¶ Not a very elegant but a rare little guide, with a focus on the features of the Pike. Not located in OCLC. 75.00

123. [1904 St. Louis] **Daniels, T.G., ed.** *California: Its Products, Resources, Industries and Attractions. What It Offers the Immigrant, Homeseeker, Investor and Tourist.* Sacramento: Shannon, 1904. 208pp + color lithographed wrappers, a little dog-eared, spine chipped. Text half-tones throughout. ¶ Good state promotional book, chockfull of facts and information on many aspects of life and economy—including figs, honey, oranges, olives, irrigation, banking, cattle, lumber, raisins, oil, etc. 45.00

124. [1904 St. Louis] **de Lignereux, Saint-André.** *Rapport Sur le Group 34, Exposition de Saint-Louis 1904. Brosserie, Maroquinerie, Tableterie, Vannerie.* Paris: van Gindertaele, 1905. Large 8vo. 36pp + wrappers, repair along spine. ¶ Report on French representation—and prizes won—in the fields of brushes, leather goods, tablets, and baskets—and with a description of same in other national exhibits. OCLC locates a copy at CSU Fresno plus three libraries in France. 35.00

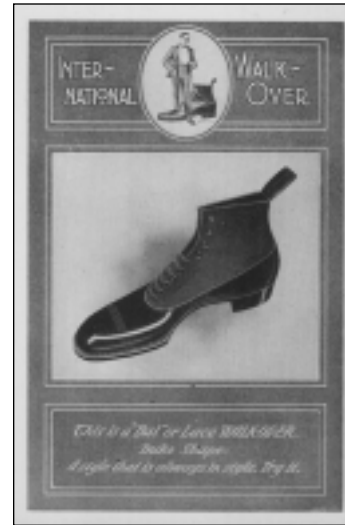
125. [1904 St. Louis] **Dedication Ceremonies.** Large (4to) invitation to the official Dedication, 2ff + covers, front with elaborate pictorial front cover, string tie; covers very soiled. **WITH:** Stockholder's Coupon Ticket. 3ff of coupons + covers, with mounted photo of the Stockholder (Charles B. Deibel) on inside cover. The pair: 45.00

126. [1904 St. Louis] **Fair City Club, World's Fair Grounds, St. Louis, 1904** [cover title]. [6]pp + frontis + wrappers. ¶ Description of a private club established for the duration of the Fair, at the "West Pavilion on Art Hill." The Club was "run on the same lines as other first class City Clubs." 25.00

127. [1904 St. Louis] **Felix, M.** *Palais du Costume. Historical Tableaux of 1600 Years, Depicting Costumes and Characters with Correct Environments of Tapestries, Furniture, etc. etc.* Five years in preparation by large corps of artists. St. Louis: Brenner Co., [1904]. Oblong 8vo. 32pp + pictorial wrappers, slight wear. Full-page half-tones on most rectos. The self-proclaimed "Sensation of the Paris Exposition of 1900"... hell, let's fact it, it was also "the Crowning Feature" of that Exposition, here reappears in its entirety in St. Louis. 'Twas a collection of dioramas with costumes manikins and period furnishings (and accompanying historical text), all created and organized by M. Felix, "the great Paris dressmaker." OCLC locates four holdings. 125.00

128. [1904 St. Louis] **Fratelli Branca.** *Souvenir of the Louisiana Purchase Exposition.* [Milan: Chromo Litho and Printing Works A. Bertarelli & Co., 1904.] Oblong 8vo. [28]pp + embossed pictorial chromolithographed wrappers, slight chip-

ping and soiling, interior fine. ¶ Combination souvenir view book (of illustrations of the major buildings) and promotional booklet from the manufacturers of the tonic/bitters, Fernet Branca. Here every facing page reprints a letter from a satisfied customer... mostly correspondents from Italy who were cured of cholera. So here the digestivo was being touted as a medicine. All text in English. Every page with a different pictorial border. OCLC locates one copy (Winterthur). 125.00



129. [1904 St. Louis] **Geo. E. Keith Co.** *Fairest of the Fair.* Campello, MA, 1904. 12mo. [24]pp + pictorial wrappers, slight crease. Prof. illustrated. ¶ Part view book with vignette views of buildings, while on the facing pages, illustrations (with text) of various styles of the firm's "Walk-Over Shoes." Not located in OCLC. 60.00

130. [1904 St. Louis] **German Imperial Commissioners** *Gedenkblätter Deutscher*

*Fürsten, Staatsmänner, Dichter, Denker und Künstler. Für das Golden Buch der Deutschen in Amerika. Herausgegeben aus Anlass der Weltausstellung in St. Louis.* Oldenburg: Gerhard Stalling, [1904?]. [96]pp. Original padded cloth with title and German seal stamped on cover. Portrait. ¶ An elaborate German production, here presenting in facsimile (printed within red and black borders) numerous letters from "German princes, statesmen, poets, philosophers, and artists" singing the praises of German culture. The German government was apparently quite liberal in its distribution of this fancy piece of work. 100.00

131. [1904 St. Louis] **Grandeur of the Universal Exposition at St. Louis.** *An Official Book of Beautiful Engravings Illustrating the World's Fair of 1904.* St. Louis: Official Photographic Co., 1904. Oblong 4to. [48]pp + embossed pictorial wrappers. ¶ Standard large souvenir view book with 46 pages of half-tones, mostly full-page, with generous descriptive captions. 50.00

132. [1904 St. Louis] **Hugo, M.** *Rapporpts des Groupes 112, 113, 114.* Paris: Comité Français des Expositions a L'Étranger, 1907. Large 8vo. 26pp + original wrappers, a little sunned. ¶ Report on French representation in the Expo's Palace of Forestry, Fish, and Game with a description also of representation from other countries. 35.00

133. [1904 St. Louis] **Illinois Central R.R.** *World's Fair, St. Louis, U.S.A. 1904.* Chicago, 1904. Square 8vo, [32]pp, with two pages per side (double columns), including color illustrated wrapper. Folds to thin 8vo. ¶ Bi-lingual (English and Spanish) pre-opening promotional booklet, with chapters on St. Louis (with small half-tones) and the Fair (with renderings of

buildings) plus double-page color map of the U.S. with Illinois Central route shown, as well as information specific about the IL Central to New Orleans. Not located in OCLC (only one holding for a different, English-only brochure). 125.00



134. [1904 St. Louis] **International Photo-Engravers Union of North America. Convention Souvenir, St. Louis 1904, I.P.E.U. of N.A. 5<sup>th</sup> Annual Session, October 3<sup>rd</sup> to 7<sup>th</sup>** [cover title]. St. Louis: Shallcross Press, 1904. Oblong 8vo. [47]pp + 1ff + embossed wrappers. ¶ Prof. illustrated souvenir of the convention of this interesting trade union, with photos of union leaders, full-page scenes around town and the Fair,

many ads from Union firms—including an extra art-nouveau style ad leaf from the Mechanical Appliance Co. of Milwaukee—and various essays, such as a history of the Union (founded in 1894), newspaper illustrations, advances in photo-engraving, etc. OCLC locates one holding (Missouri Historical Soc.). 200.00

135. [1904 St. Louis] **New Zealand Tourist & Health Resorts Offices. Dear Sir....** [St. Louis: Oct. 13, 1904.] One page letter on the Office's elaborately illustrated letterhead, printed in brown and blue and featuring half-tones of two natives plus a list of the Health Resorts in the country... from New Zealand's representative to the Fair to a gentleman in Ohio: "I am informed that you desire the price of several Deer-Heads which form part of the New Zealand Exhibit in the Forestry Fish & Game Bldg. I have to inform you that the heads in question do not belong to the New Zealand government and they are not for sale." Duly noted! With the original illustrated envelope (featuring half-tone of young native child). 65.00

136. [1904 St. Louis] **Newcomb, T. and W.G. Smith. World's Fair, Louisiana Purchase, St. Louis, 1904.** NY: Newcomb Publishing, 1904. Oblong 8vo. [48]pp+ wrappers. Captioned view book, with seven pages of scenes "Down the Pike." 60.00

137. [1904 St. Louis] **Nugent's Reliable Dry Good Store. Come to the World's Fair.** SF: Woodward & Tiernan, 1904. Folding color map of grounds, 16 x 11 inches; city map on verso. 20.00

138. [1904 St. Louis] **Press and Publicity Dept. The World's Fair of 1904... Important Information for Visitors...** 4pp folding card with text; folding color map (15 x 10 in.) of Fair grounds laid in. Much "Important Information for Visitors" printed on verso of the map. 35.00

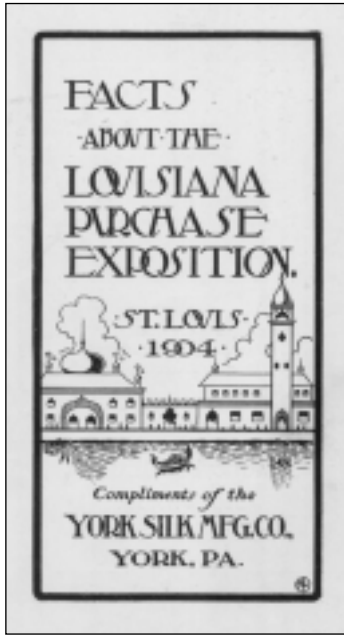
139. [1904 St. Louis] **Reid, Robert A. Sights, Scenes and Wonders at the World's Fair. Official Book of Views of the Louisiana Purchase Exposition.** Official Photographic Co., 1904. Oblong 8vo. [128]pp + embossed pictorial wrappers, rubbed and some wrinkling, interior very good. One page of text + 126 pages of captioned illustrations—this edition published before the Expo opening, so many renderings are from sketches—especially buildings for the Pike (covered here in 48 pages). 45.00

140. [1904 St. Louis] **Reid, Robert A. St. Louis and the World's Fair. The World's Greatest Exposition in America's Most Substantial City.** St. Louis, 1904. Folio. 54pp + pictorial wrappers. Lacking half of the folding tipped-in frontis. ¶ Profusely illustrated throughout—primarily a souvenir view book filled with caption views of buildings and exhibits, many renderings suggest pre-opening publication. Center-spread rendering. Pages 30 to end devoted to St. Louis proper, including prominent business establishments and homes of the swells. Publication apparently underwritten in part by a local soap maker, Wm. Waltke & Co., with a full-page ad on the rear cover, plus a color printed ad slip for the soap mounted on the title leaf. 75.00

141. [1904 St. Louis] **Samuel Cupples Envelope Co. Missouri State Building. Hold to Light Card. Official Souvenir, World's Fair—St. Louis, 1904.** [St. Louis, 1904.] ¶ One of the novel postcards made popular during this Expo. Here, one holds the card up to the light, and it suddenly becomes a night scene with all the lights in the Building alit, and the moon aglow. Small ding on one corner, otherwise good card. 25.00

142. [1904 St. Louis] **The Universal Exposition Beautiful Illustrated. Official Publication.** St. Louis: Official Photographic Co., 1904. Oblong 4to. [80]pp + color pictorial wrappers with string tie. ¶ Deluxe view book—larger than the other large view book from this Official firm, with many captions similar, but all different images, plus three double-page plates on stubs including captioned panoramic views of the Exposition at time, of the large reproduction of Jerusalem, and a bird's-eye view. Most state and foreign pavilions shown as well as many Pike amusements. The photographs are noted as "reproduced from Goerz Lens Photographs." 85.00

143. [1904 St. Louis] **Walter Baker & Co. Grand Prize, World's Fair 1904. Manufacturers of Cocoa & Chocolate Preparations.** Dorchester, MA [1905?] 4pp. Elaborate four-page folder with embossed chromolithography throughout, with pink-silk ties. ¶ Interior pockets suggest that this was intended to be, perhaps, a fancy cover for one of Baker's various recipe pamphlets. Inside features a bird's-eye view of the Mill and a Fac-simile of Package. 75.00



144. [1904 St. Louis] **York Silk Mfg. Co.** *Facts About the Louisiana Purchase Exposition*. York, PA, 1904. 12mo. [8]pp + pictorial wrappers. ¶ Firm had an exhibit for its “Moneybak” silk products. This memo book includes four pages of exhibits and places of interest to be checked off, as well as some ad copy. OCLC notes a copy at Kentucky. 45.00

145. [1905 Leige] **L'Union Syndicale des Négociants en Vins de Bordeaux**, ed. *Les Grands Vins de Bordeaux. Monographie Illustrée*.

(Bordeaux: Delmas, 1905.) Large 8vo. 50pp + wrappers. Old damp stain along edges, but not in text. Illustrations throughout, showing work in vineyards as well as in productions, photos of chateaux, etc. Illustrated ads for various Bordeaux wineries printed on even-numbered pages. Pages 1-3 cover “La France a l'Exposition Liège.” France had the largest presence of any other country at this world's fair. Not located in OCLC. 100.00

146. [1905 Liège] **Souguenet, M.L.** *Exposition Universelle et Internationale de Liège 1905. Guide Remboursable Illustré*. 2<sup>nd</sup> ed. Liège: Charles Desoer, [1905]. 516pp + two color folding maps + color pictorial wrappers, wrinkled with some small edge tears. ¶ The first 152 pages of this guidebook are devoted to information on Liège and Belgium; the remainder of the volume is a guide to the Exposition, with large sections on the various exhibiting countries, events, congresses, etc. Text half-tones throughout the work. Also numerous local advts. One color map shows the city while the other focuses on the Exposition grounds built along the banks of the Meuse River, with pavilions and other buildings noted. OCLC only locates one holding for the (presumably) first edition (416pp; Paris-Mazarine) and one for this 2<sup>nd</sup> (Nat. Library of Sweden). 200.00

147. [1905 Portland] **Gifford, Benj. A.** *Gifford's Snap Shot Series Columbia River Views*. *Contains One Dozen, as follows...* The Dalles, 1905. ¶ Complete set of 12 photo-litho view cards, printed on rectos only, captioned... of views along the river, of landscape as well as natives, working boats and river traffic. In original pictorial envelope with Exposition logo and tie-in as a “Souvenir.” OCLC notes three holdings (Berkeley, Oregon, Wash. State). 65.00

148. [1905 Portland] **Moorhouse, Lee.** *Tats-Homi, Warm Spring Scout, Pendelton, Oregon, Souvenir, Lewis and Clark Fair, 1905* [caption title]. Photo card, by Moorhouse, of Native American in native garb, printed recto only. 3.5 x 5.5 card, slight wear. 35.00

149. [1905 Portland] **Wolff & O'Brien.** *Souvenir Folding Postcard. Lewis & Clark Exposition, Portland, Oregon*. Portland, 1905. 12-panel [24pp] accordion fold color cards, tipped into original embossed folder. ¶ Views of the Expo buildings as well as of Portland and the Columbia River. This copy was sent from the Expo, with on-site postal cancellation, to Archie Brown in Gallup, N. Mex. 40.00

150. [1906 Milan] **Album Ufficiale Esposizione di Milano 1906** [cover title]. Milan: Cartoleria Maglia, [1906]. Oblong 8vo. 16ff, color plates (full-page) printed on each recto and verso. Original decorative embossed wrappers with string tie. ¶ Good view book from this Exposition, with many images of the facades of major buildings—with the architecture somewhat reminiscent of both the St. Louis and Chicago fairs. Name of each architect printed in the brief captions. Printed by the Società Editrice Foto-Eliografica. OCLC locates two US holdings (Getty, Smithsonian). 100.00

151. [1906 Milan] **D'Allemagne, Henry-René.** *Petit Guide de L'Exposition Retrospective Française. Des Moyens de Transports*. [Saint Cloud: Belin Frères, 1906.] Large 8vo. 36pp + 18 photo-lithographed plates + original wrappers. ¶ Catalogue of the French exhibit on modes of transportation—here, mostly fancy carriages—mainly selected from D'Allemagne's private collection. While most of the plates are devoted to views of specific items, five of the plates show different views of the exhibition space, giving an excellent picture of arrangement of items, of framed material, and of the exhibition cases (with glass doors) along the walls. 75.00

152. [1907 Bordeaux] **Exposition Maritime et Universelle. Guide Officiel Illustré**. Bordeaux: Delmas, [1907]. [193]pp + color lithographed folding plan with key + original wrappers, chipped along yap edges. Pagination actually by 12 different sections, with printed thumb-tabs along the right margin. Text diagrams and half-tones throughout. ¶ Guide to a minor exposition that had grand plans—and a Grand Palais. With chapters on the Palais (where many exhibits were housed), the Colonies, wines, food and agriculture, graphics, automobiles, electricity, gardens, restaurants and cafes, attractions, and the various Congresses held during this time. OCLC locates one holding (in Bordeaux). 225.00

153. [1907 Jamestown] **Commonwealth of Pennsylvania. Jamestown Exposition Commission.** Two typed letters from James Lambert, the Commission's Executive Officer, to recipient re invitation to join the Commission on a trip to Jamestown for the celebration of Pennsylvania Day. Dept. 26 and 27<sup>th</sup>, 1907. WITH: the guests' pass from the PA Railroad; an engraved card admitting them to the PA Building on the Day; and an invitation/pass to a reception held by the Governor of Virginia (with an additional small “present this card” card). 35.00

154. [1907 Jamestown] **Jamestown Official Photograph Corp.** *Official. The Jamestown Exposition. Photo-Gravures* [cover title]. Norfolk: Jamestown Official Photograph Corp., 1907. Oblong folio. 22ff, with images (produced by Albortype



Co.) mounted on rectos; includes two fold-out (double-page) plates. Photo mounted on front cover; with string tie. A few small stains on front cover. Deluxe view book. 65.00

**155.** [1907 Jamestown] **Jamestown Official Photograph Corp.** *Scenes at the Jamestown Exposition. With Historic Sites in Old Virginia.* NY: Blanchard, 1907. Oblong 12mo. 64ff, captioned photos on both sides + embossed pictorial wrappers. Good selection of views of buildings (some interiors). 40.00

**156.** [1907 Jamestown] **Standard, William G., comp.** *Notes on a Journey on the James together with a Guide to Old Jamestown.* [Jamestown? Association for the Preservation of Virginia Antiquities, 1907?] Oblong 8vo. 24pp + small folding map (5 x 13 in.) + wrappers (scuffed, with small hole on cover). ¶ Brief guide to places along the James River, with some additional information on the Association, and some suggestions to visitors in town for the Expo. 35.00

**157.** [1907 Jamestown] **Waters, Mark O.** *States' Participation. General Representation at the Jamestown Exposition.* [Jamestown, 1906?] 4to. Three-page typed mimeograph news release (for publ. On or after Jan. 19, 1907). 25.00

**158.** [1907 Jamestown] **Wingo Ellett & Crump Shoe Co.** *Souvenir Jamestown Exposition 1607 1907, with compliments... Exhibit Manufacturers and Liberal Arts Building. See Us Make Shoes at the Exposition.* [Cincinnati: Kemper Thomas Co., 1907.] Oval fan with printed text and illustrations on both sides, nine-inches diameter. With wooden handle present. Verso has images of the Company's famous factories and warehouses located in Virginia. "The Best Shoes Under the Sun." Attractive, and useful, graphic souvenir. 75.00

**159.** [1909 Seattle] **Alaska-Yukon-Pacific Exposition. The Cities of Puget Sound: Your Hosts for 1909.** Seattle: Wood & Reber, [1909]. Large square 8vo, folded to tall 8vo. 48pp + color pictorial wrappers, small stain on edge of cover. Profusely illustrated with a combination of half-tones of various sizes, some half-page and full-page montages. Some maps; large regional map on p.48. Promotional/boosterism text on a number of cities and communities surrounding Seattle, pushing their economic present as well as the promise of the future. 85.00

**160.** [1909 Seattle] **Northern Pacific Ry.** *Alaska Yukon Pacific Exposition. Seattle June 1 to October 16, 1909.* (Chicago, 1909.) 48pp + pictorial wrappers, slightly soiled. Folding map of US, with Northern Pacific noted in red, tipped in at rear. Text illustrations. Seattle, the Pacific Northwest, and the Expo. 65.00

**161.** [1910 Berlin] **Vieweger, Max.** *To the Brewers, Wine Growers, Distillers, Manufacturers of Small Auxiliary Machines for Brewers and Distillers, Brewers' Academies and Schools in the United States and Her Colonies: Gentlemen—* NY: American Exposition, Berlin 1910, Dec. 1909. Form letter from the Executive Secretary of the "Collective Exhibit of the Brewing Industry, Wines, Etc." group, in both English and

German, along with two copies (both blank) of the official *Application* form. Four leaves, printed rectos only. Ephemeral pieces not located in OCLC. 75.00

**162.** [1910 Brussels] **Belgian Information Offices.** *Travel in Belgium.* Brussels, 1910. Set of three separately-issued Booklets, each in original pictorial wrappers, illustrated, with string tie in corner. Booklet I, *Along the Sea [Ostend]/Through Historical Flanders*, 36pp; Booklet II, *Brussels and Antwerp*, 36pp (with some coverage of the Universal and International Exposition); Booklet III, *The Valley of the River Meuse/ The Ardennes Mountains*, 28pp. The Exhibition is promoted on the wrappers and in text of all three Booklets. Not located in OCLC. 85.00

**163.** [1911 Turin] **Exposicion Internacional de Turin 1911. Lujoso Album de Fotografias. Publicacion Oficial.** (Barcelona: Thomas, 1910?). Oblong 4to, 112pp. Elaborate gilt- and black-stamped pictorial boards, with string tie; some very light silver-fishing on the cover, however still bright, contents fine. ¶ Scarce view book of the little-known *Esposizione*. Understandably, this Barcelona-published work doubles as an illustrated business directory of Barcelona, with full-page illustrated ads for all sorts of business and industries printed on the even-numbered pages (plus some on odd pages). Half-tones from photos of scenes in and around Turin, although views of the Fair buildings are artists' renderings or photos of buildings still under construction, hence my suggested publication date. Descriptive text and captions in Spanish, Italian, French; all advertising text in Spanish. Not located in OCLC. 200.00

**164.** [1911 Turin] **Ricordo Esposizione Internazionale, Torino 1911. Album di 12 cartoline.** [Torino: Cambursano, 1911.] ¶ Complete set of 12 unused postcards, still attached to printed stub (for recording information on the sent postcard, as well as a small illustration of the card itself). With Original wrappers, rubbed. Good set of images of the main buildings. 50.00

**165.** [1911 Turin] **Società Tipografico-Editrice Nazionale.** *1911 Il Vade-mecum Torinese. Guida Tascabile Illustrata di Torino, dintorni e dalla Esposizione.* Torino: Officine grafiche dell S.T.E.N., 1911. 46pp + five-panel color lithographed folding 7.5 x 19 inch map of the Expo grounds (keyed) + chromolithographed wrappers (slight soiling). Vignette half-tones throughout. ¶ Handy pocket guide to Torino, its surroundings, and the Exposition—known officially as *Esposizione Internazionale delle Industrie e del Lavoro* [International Exposition of Industry and Labor], built along both banks of the Po River. With many local ads throughout. Not located in OCLC. 225.00

**166.** [1911 Turin] **Società Tipografico-Editrice Nazionale.** *Torino 1911. Carta Planimetrica dell'Esposizione.* Torino: Officine grafiche dell S.T.E.N. 1911. Five-panel color lithographed folding 7.5 x 19 inch map of the Expo grounds (keyed) + chromolithographed wrappers, tipped into the original illustrated red-paper folder. Same detailed map as issued in the publisher's *Pocket Guide*, but here sold as a separate item. Not located in OCLC. 150.00

167. [1913 Gand] **Belgique Exposition Universelle et Internationale de Gand...** [Forest-Bruxelles: De Rycker & Mendel, 1913.] Tall 8vo, four-panel (8pp) folding illustrated brochure, some wear at folds, map on rear panel. 35.00

168. [1915 San Diego] **Committee of Arrangements. Northern Baptist Convention, Los Angeles, 1915. Dear Friend...** Los Angeles: Elwell Pub Co., 1915. Single-sheet illustrated letterhead with large US map at the top showing routes to Los Angeles; on verso, "Down Town Map of Los Angeles" in blue and red, with hotels marked; also with information regarding a side-trip to San Diego for the Fair. "Has it occurred to you as a Baptist that you ought to take an interest in the next meeting of the Northern Baptist Convention?" With illustrated envelope featuring same map (envelope is fox-spotted). 65.00

169. [1915 San Diego] **Official Guide Book of the Panama-California Exposition.** *Giving in detail, location and description of buildings, exhibits and concessions, with floor plans of the buildings and exterior views.* San Diego, California, January 1 to December 31, 1915. [San Diego, 1914.] 80pp + pictorial wrappers, some spotting on cover, an old damp stain; some wear on spine. Illustrated with views of grounds and buildings, maps and diagrams. ¶ Single best contemporary work on this Exposition which played second fiddle to the larger Fair in San Francisco. However, much to its credit, San Diego has presented many of the buildings and the grounds, and today it is the center for a great public park. Perhaps the largest extant collection of Exposition buildings in the United States. 75.00

170. [1915 San Diego] **Official Views, Panama-California Exposition, San Diego, California, All the Year 1915.** [San Diego: National Views Co., 1915?] Oblong 8vo. [24]pp + color embossed front wrapper, lacks rear wrapper. Briefly captioned view book of scenes in Balboa Park. 35.00

171. [1915 San Diego] **Panama-California Exposition. Official Views, San Diego Panama California Exposition, San Diego, All the Year, 1915.** [Chicago: Poole Bros. 1915?] Oblong folio. 12ff + embossed pictorial wrappers with string tie. Profusely illustrated as expected, with plates of captioned montages as well as full-color artist renderings. 75.00

172. [1915 San Diego] **San Diego Chamber of Commerce. San Diego, The Place of Opportunity, First Pacific U.S. Port North of Panama, Invites the World to Her Panama California Exposition, 1915—Entire Year 1915.** [San Diego: Smith, 1913?] 32pp + color pictorial wrappers. Prof. illustrated. San Diego has everything—why even bother to visit San Francisco? 45.00

173. [1915 San Francisco] **Globe Mills. Y.M.C.A. Cafeteria/ Y.M.C.A Building, P.P.I.E. 1915.** [SF, 1915.] 12mo. Double-side sheet [5x9 in]. Promotional flyer from this flour company, listing the Kitchen Equipment in the Building [e.g.,



one Reeds 3 Speed Cake and Egg Beater], the "First Building to the Left of the Main Entrance." Back side devoted to "The Architecture of the Palaces," listing architects, style, statuary, walls, etc." 35.00

174. [1915 San Francisco] **[Sacramento] Hotel Land Guest Book.** Sacramento, 1915. 12mo. 48pp + embossed wrappers. ¶ Promotional guide-book issued by this Sacramento hotel, and distributed at the Expo (Expo stamp on inside front cover). Center-spread half-tone view of the Hotel. Full of information on Sacramento. 45.00

175. [1915 San Francisco] **"Rossia" Insurance Company of Petrograd.** [Hartford, 1915.] 12mo. [21]pp + decorative wrappers, old stain on lower corner, partially visible on end-papers, not on text pages. With three small tipped-on photos. ¶ Russian insurance company explains the range of its coverage and its assets, for distribution at its exhibit in the Palace of Mines & Mineralogy. The small exhibit—consisting of statistical charts in an elaborate metal display case—is shown in the frontispiece. Not located in OCLC. 75.00

176. [1915 San Francisco] **Argentina. Seccion Bellas Artes. Catalogo de la Sala Argentina.** No place, 1915. 8pp + printed wrappers. List, with no illustrations, of art presumably in the Argentine Pavilion or the Palace of Fine Arts. 35.00

177. [1915 San Francisco] **Atchison, Topeka and Santa Fe Railway. Grand Canyon of Arizona Replica.** No place, 1915. Nine-panel [18pp] folding brochure, profusely illustrated. ¶ Illustrated and descriptive brochure on this popular Zone exhibit, completely underwritten by the Railway, who uses the verso herein for describing "How to Reach the Grand Canyon," via its Line and Fred Harvey lodges. With numerous pictures of the Indian Village in this exhibit. OCLC notes two US holdings (Berkeley, Arizona). 85.00

178. [1915 San Francisco] **Autopiano Co. The Autopiano Drawing Book. Panama-Pacific Exposition Edition.** NY: Tri-Arts Press, [1915]. Oblong 12mo. 20ff + 18 facing blank tissues + color pictorial wrappers. Outlined illustrations of State Buildings, to be traced and colored—with 4pp of illustrated ads for the Autopiano. ¶ "These Autopiano Drawing Books are sure to be very instructive and interesting to practically everybody. They have been especially prepared to acquaint the girls and boys of this Country with the wonderful and varied architectural beauties of those State Buildings... in which the Autopiano occupies a place of honor." OCLC locates two holdings (UCLA, Canadian Centre for Arch.). 65.00

**179.** [1915 San Francisco] **Benedict, Burton, ed.** *The Anthropology of World's Fairs*. San Francisco's Panama Pacific International Exposition of 1915. London & Berkeley: Lowie Museum of Anthropology & Scholar Press, (1983). Folio. xv, 175pp. Many illustrations, some in color. Cloth with dust jacket, very good. ¶ Begins with Benedict's survey of World's Fairs—"The Anthropology of World's Fairs"—followed by four other essays on the Panama Pacific Expo, including Gray Brechin on the Architecture and Elizabeth Armstrong on the Public Art. Interesting text plus a graphically appealing volume. 35.00

**180.** [1915 San Francisco] **Berkeley Chamber of Commerce**. Typed letter to the Mayor of Albany, CA, Jan. 12, 1912, inviting him to the Chamber's annual dinner. On Chamber's stationary that features a small map showing Berkeley's position relative to the proposed site of the PPIE, then imagined to be near the current Ferry Building; with matching envelope. 35.00

**181.** [1915 San Francisco] **Brinton, Christian.** *Impressions of the Art at the Panama-Pacific Exposition*. With a Chapter on the San Diego Exposition and an Introductory Essay on The Modern Spirit in Contemporary Painting. NY: John Lane Co., 1916. 4to. 203pp. Profusely illus. Includes five color plates (four by Frank Brangwyn). Orig. cloth and boards. 45.00

**182.** [1915 San Francisco] **Bureau of Conventions and Societies.** *The Exposition Fact Book*. (Third Edition) San Francisco, [1914]. Thin 8vo. 32pp. Information on the Expo, from June, 1914. Opening day was Feb. 20, 1915. 15.00

**183.** [1915 San Francisco] **Burlington & Quincy Railroad System.** *Dear Miss Swanson*—. Burlington, Iowa, July 26<sup>th</sup> 1915. Two-page typed letter from Division Passenger Agent regarding various routes for reaching San Francisco. Top of page one is a large Burlington Route PPIE-themed poster stamp (of the Tower of Jewels and Courtyard). 35.00

**184.** [1915 San Francisco] **Burness, Jessie Niles (text).** *Sculpture and Mural Paintings in the Beautiful Courts, Colonnades and Avenues of the Panama-Pacific International Exposition at San Francisco 1915*. SF: Robert A. Reid, 1915. Oblong folio. [70]pp + embossed wrappers with yapp edges. Profusely illustrated—many plates with multiple images. ¶ Probably the single best pictorial record on the subject. The Expo grounds were just littered with statuary, much of it of questionable taste or value. Introductory essay by Burness as well as captions to all of the plates. 65.00

**185.** [1915 San Francisco] **Colasanti, Dr. Arduino.** *Italian Fine Art Section*. [Rome, 1915.] Large 8vo. 62pp + [32] pp of illustrations, with full-page reproduction on each page. Pictorial wraps with some silver printing. Catalogue, in English, of the exhibit of Italian paintings and sculptures. 45.00

**186.** [1915 San Francisco] **Danmarks-Bygningen-Komiteen.** *Erindring Om Danmarks Bygningen, [Recollection of Denmark's Building] San Francisco, P.P.I.E. 1915*. Oblong 8o. [16]pp + wrappers. ¶ Captioned view book of the Danish

pavilion—a large structure for a small country— with a page of introductory text. This copy was acquired by the original owner on August 8, 1915. OCLC locates two holdings (Cal State/Sutro, Grand View College). 65.00

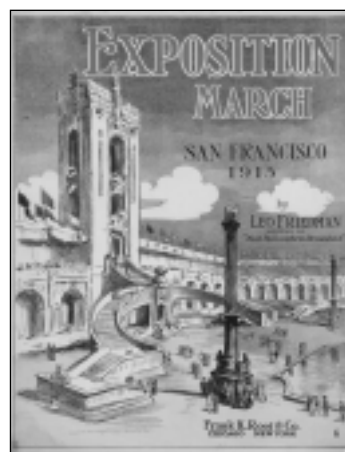
**187.** [1915 San Francisco] **Departments of Mines and Metallurgy.** *Official Award Ribbon... Gold Medal*. Large and impressive silk ribbon with gift-stamped text and a large golf-foil seal of the PPIE at the top. Also with a ribbon of gold brocade. 15 x 3 3/8 inches, on a matte and in a frame, overall measurements, 18 x 7 in. Attractive award relic. 100.00

**188.** [1915 San Francisco] **Dept. of Official Coins and Medals.** *Commemorative Coin Announcement*. SF: Panama-Pacific International Exposition Co., 1915. 4to, 4pp folded, with text on p.1 and 3. ¶ Description, with prices, of a U.S. Treasury program to mint new coins, including a \$50 gold piece, the "California Slug," to be sold for \$100. OCLC locates one copy (UC Berkeley). 35.00

**189.** [1915 San Francisco] **Doak Gas Engines.** *P.P.I.E. Souvenir 1915. Doak Engines*—To see 'em is to like 'em, to use 'em is to love 'em. Oakland, 1915. Four-page folding color illustrated brochure, a few edge tears. 15.00

**190.** [1915 San Francisco] **Exhibitors' Day. Palace of Manufactures and the Palace of Varied Industries.** *Tuesday, August 10<sup>th</sup>, 1915*. 4pp folding ¶ Program of festivities. Entertainment included the Ladies' Trumpet Quartette, Frankie Murphy Boy Soloist, and Italian Street Singers. 25.00

**191.** [1915 San Francisco] **Exposition Memorial Auditorium.** *A World Forum for Congresses and Conventions in 1915*. San Francisco, 1915. 5pp text + 10pp plates. Wrappers. ¶ Promo for the new Auditorium, the perfect place for your Expo-Tie-in Convention. Four plates show floor plans. 15.00



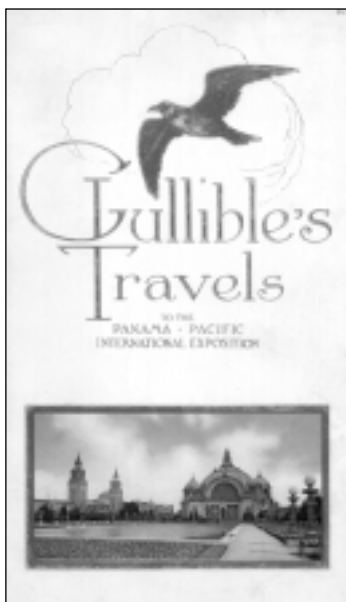
**192.** [1915 San Francisco] **Friedman, Leo.** *Exposition March, San Francisco 1915*. Chicago: Root, 1913. Large format sheet music, 6pp. ¶ Pre-opening instrumental march with a color cover depicting a stylized imagining of the PPIE buildings, reminiscent of a Roman coliseum. OCLC locates three holdings (SF Public, SELCO, British Lib.). 45.00

**193.** [1915 San Francisco] **Frilli, Antonio.** *Marble Statuary, Interior & Garden Decorations, Lighting Fixtures*. No place, 1915. [29]pp + embossed wrappers. ¶ Prof. illustrated trade catalogue, with prices, of pieces available from this Florentine firm that was exhibiting these pieces in the Italian Pavilion as well as the Palace of Manufactures. OCLC locates two holdings (Hagley, Colorado-Denver). 50.00

**194.** [1915 San Francisco] **Hall, Kate Montague.** *Paintings of the Exposition. Artists Proof Edition.* San Francisco: John E.D. Trask, 1915. Folio [20 x 16 inches]. 12 mounted color plates, each signed on the matte by Hall; with matching text leaves + title leaf + decorative cover. Noted as limited to 1000 numbered copies—this copy out of series, but none the less, *each mount is signed, below the plate, by Hall.* OCLC notes seven holdings: six in California + the Cincinnati Art Museum. The low number of holdings—and the absence of the *complete* work on the market, as surviving copies seem to get disbound quickly—suggests that the “1000 copies” claim may just be that, and that fewer copies were actually assembled. Subjects of paintings in this collection are: The “Fine Arts Building”; “Actors’ Day, Court of Abundance”; “The Column of Progress”; “The Tower of Jewels”; “Fountain Basin, Court of Abundance”; “The California Building”; “The Fountain of Energy and Festival Hall”; “The Rising Sun, Court of the Universe”; “The Nations of the East, Court of the Universe”; “Arch of the Nations of the West”; “The Tower of the Court of Abundance”; “The Horticulture Building.” 650.00

**195.** [1915 San Francisco] **Hayward, Walter S.** *Colorado Gold Mine... Mining Building at the Panama-Pacific International Exposition.* No place or date. 4pp folding brochure. ¶ “A mine in actual operation, showing complete surface and underground working to perfection. Beautiful. Wonderful. Interesting. Instructive.... A spectacle of beauty, action and interest for men, women and children.” Pages 2/3 with a Key to the Mine; p.4 with a Glossary of Mining Terms. Not located in OCLC. 85.00

**196.** [1915 San Francisco] **Hotel Argonaut. San Francisco Directory.** SF: Janssen Print, 1915. 12mo. Seven-panel folding illustrated brochure, with Hotel scenes; map of waterfront with index to steamship piers. 15.00



**197.** [1915 San Francisco] **Merrill, Mollie Slater.** *Gullible's Travels to the Panama-Pacific International Exposition.* (SF): Merrill, 1915. Large 8vo. 27pp + embossed wrappers with color illus. mounted on front cover. Old damp stain between pp.12-13. Prof. illustrated with views of the Expo. ¶ An illustrated novel about the PPIE. A fanciful tale about Gullible the Sea Gull (just in from the Farallones) who decides to fly to town, and is mightily impressed by what he sees at the Fair. 50.00

**198.** [1915 San Francisco] **Netherlands-East-Indian San Francisco Committee.** Department of Agriculture, Industry

and Commerce. **No. XI. Architecture in Netherlands East India.** Semarang: Dorp, 1914. 17pp + 12 plates [showing colonial architecture]. Pictorial wrappers, small chip on rear. Light stain on verso of one plate. ¶ One of a number of pamphlets promoting the benefits and wonders of colonial rule in this Pacific Island archipelago. 30.00

**199.** [1915 San Francisco] **New York at the Panama-Pacific International Exposition.** San Francisco, 1915. Large 8vo. 16pp + pictorial wraps, slight stain on spine. Illus. ¶ Facts about the State as well as its “Part” in the Exposition (and features of its exhibition). 35.00

**200.** [1915 San Francisco] **New York State Building—Pan. Pac. Int. Expo—San Francisco** [penned title, in white]. Original photograph, 7 x 9.5 inches, of exterior view of the NY Building—slightly touched up and prepared for publication. Noted in lower corner “X-139.” For use in a view book or as a postcard? Mounted on board. 35.00

**201.** [1915 San Francisco] **Pacific Novelty Co. Souvenir Views of the Panama-Pacific International Exposition, San Francisco, California, Opened by President Wilson February 20<sup>th</sup>, Closed December 5<sup>th</sup>, 1915.** San Francisco, [1916?] Oblong folio. [64]pp + 14 color plates (printed on rectos only) + center-spread color plate (on stub) + embossed wrappers with color plate mounted on cover, string tie. Laid in its original box with decorative cover and a different plate mounted on the top (tear on one edge of box, otherwise a fine copy). One of the best of the view books, with 63 captioned b&w plates plus the color plates (with captions) and the center aerial view. Uncommon in the box. 150.00

**202.** [1915 San Francisco] **Painting the Lily. Visitors of World Renown Almost at Loss for Words to Express Admiration for Exposition's Artistic Beauties.** [SF, 1915.] 4to, 4pp folded, illustrated brochure. ¶ Fancy promotional piece—with no publisher attribution—with two pages of enthusiastic quotations. Rear page has a full-page half-tone of the Tower of Jewels. 45.00

**203.** [1915 San Francisco] **Panama-Pacific Clay Products Assoc. The Brick Home built by the... at the International Exposition, San Francisco, 1915. Furnished and Occupied by Louise Brigham.** [SF: Taylor & Taylor, 1915.] Tall 8vo. 4pp folding brochure with a tinted engraved view of the Home on the cover; some wrinkling and edge tears. Not the best building material for an earthquake zone! Ephemeral souvenir. 25.00

**204.** [1915 San Francisco] **Perry, Stella G.S. The Sculpture & Murals of the Panama-Pacific International Exposition. The Official Handbook giving the symbolism, meaning and location of all the works, with information concerning the sculptors and artists.** SF: Wahlgreen Co, 1915. Small 8vo. 106pp + pictorial wrappers. Prof. illus. “This is the only official and approved publication on this subject.” 25.00

**205.** [1915 San Francisco] **Postcards, amateur.** Bakers' dozen of views taken by an amateur photographer visiting the Expo—and printing said views on postal paper; hence, real photo postcards. Captioned on bottom. Most of the main buildings, but also the New Zealand, Iowa, Idaho, California, Montana, Indiana, and the Netherlands buildings. Two others cards included. 45.00



**206.** [1915 San Francisco] **Quaker Oats Co.** Original photograph of the Quaker Oats exhibit in the Palace of Food Products, featuring the Quaker Oats Man standing atop a globe with an elaborate canopy overhead and iconic native and historic figures scattered about (as well as boxes of Oats). Photo measures 7.5 x 9.5 inches, mounted on board. Unusual interior view. 50.00

**207.** [1915 San Francisco] **Quaker Oats Co. Quaker Oats Poster Stamps. Series No. 1.** San Francisco 1915. Set of 12 colorful poster stamps, tipped into original mailer envelope (unused). Souvenir from the company's exhibit in the Food Products Palace. 45.00

**208.** [1915 San Francisco] **R. Hoe & Co. Largest Color Press in the World.** San Francisco, 1915. Thin 8vo, 4pp folding flyer, with illustration of printing press on p.4, some spotting. ¶ History and facts on the operation of a large newspaper press (built by R. Hoe) that operated daily on the Expo grounds... "the first [printing] press to pass through the Panama Canal." 20.00

**209.** [1915 San Francisco] **Reid, Robert A. Natural Color Studies of the Panama-Pacific International Exposition at San Francisco 1915.** SF: Reid, 1915. Oblong folio. 32ff + wrappers with color plate mounted on front, string tie binding; edges chipped on cover, interior fine. ¶ Collection of 32 color plates (from photos), each with facing descriptive text. All exterior views of the major buildings and thoroughfares (one street scene of The Zone). Many of these images were reproduced in smaller format as postcards. One of the more elaborate of the PPIE view books from Reid, the "Publisher of Official View Books." 65.00

**210.** [1915 San Francisco] **Remington Typewriter. "Meet Me at the Remington Roof Garden."** [No place, 1915.] 12mo. Two-panel folding card, with view of the Remington exhibit, in the Palace of Liberal Arts; opens to four-panel map of the Exposition; rear panels lists Remington prizes ("Gold Medal for Ribbons and Carbon Papers"! ) 45.00

**211.** [1915 San Francisco] **Rob't Burns Cigar/ Awarded Medal of Honor/ Panama Pacific/ International Exposition/ San Francisco/ Cal.** Round color-printed sign on cardboard, ten inches in diameter—text surrounded by a laurel wreath—with a

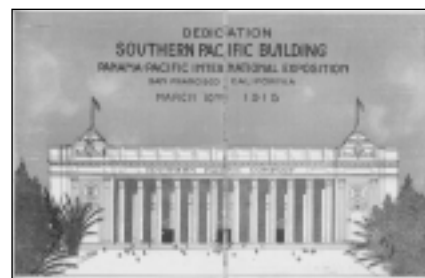
small hole at top for hanging the sign in a shop window. Minor scuffing at bottom, otherwise a nice relic of a commercial tie-in with an Expo. 50.00

**212.** [1915 San Francisco] **Shepherd, George M. The Commercial & Financial Chronicle. Panama-Pacific Section.** NY: William B. Dana, 1914. 4to. 176pp + original printed wrappers. ¶ "The purpose of the publishers in offering this edition is to provide an authentic and reliable work of reference on the commercial and financial conditions as existing in the Pacific Coast territory of the United States at the time of the opening of the Panama Canal." Chapters on farming, timber, mining, oil, banking and securities, and brief sections on both of the California Expositions—much statistical material of an economic sort. Top of the cover states: "Two Sections—Section Two," but I can find no record of a Section One. First published version—later reissued by Dana under the title *The Panama Canal and the Pacific Coast*. OCLC notes three holdings for this first issue (SF Public, Yale, Missouri/St. Louis) and five for the second (with the British Library copy noted as 150pp, hence lacking the last two chapters). 125.00

**213.** [1915 San Francisco] **Solvay Process Co. Solvay Rust-resisting Paints. For Protecting Iron and Steel.** Syracuse, [1915]. Thin 8vo. 16pp + colorful wrappers. Profusely illustrated with vignettes, usually two per page. ¶ Brochure describing various products, and uses on various types of buildings; with a PPIE-themed cover. OCLC locates one holding (Columbia). 45.00

**214.** [1915 San Francisco] **Southern California Panama Expositions Commission. Southern California. Comprising the Counties of Imperial, Los Angeles, Orange, Riverside, San Bernardino, San Diego, Ventura.** [Los Angeles? 1914.] 4to. 263pp + embossed pictorial wrappers. ¶ Profusely illustrated perfect-bound promotional book presenting a great deal of information on seven vastly different counties of the South, here presenting a collective face-forward at both of the 1915 Expositions. Full of the kind of information of use and interest to the businessman and the prospective emigrant. 50.00

**215.** [1915 San Francisco] **Southern Pacific. Dedication Southern Pacific Building... March 10<sup>th</sup>, 1915.** [San Francisco? 1915.] Oblong 8vo folding card, front view of the



Building, opening in center revealing a layout of the SP exhibition space in its building. Text includes the Dedication Program, information on the exhibit, with further "Brief Facts concerning the Southern Pacific Building" on the rear. Folded in the center for (apparently) mailing. ¶ Interesting souvenir of this massive monument to the (then) largest land-owner—and most powerful entity—in the State. Today's version would be the "Palace of the University of California Regents"! OCLC locates two holdings (Cal. State, Yale). 100.00



216. [1915 San Francisco] **Southern Pacific. *Opening Day Views of San Francisco's Exposition Grounds, February 20, 1915, As they appeared to a quarter of a million people.*** [San Francisco, 1939.] Eight-panel [16pp] accordion-fold brochure, profusely illustrated with caption half-tones; small hole on folds otherwise very good. ¶ Souvenir from "The Exposition Line," rushed into print on March 1, in a press run of 100,000 copies! With two panels of SP information. 45.00

217. [1915 San Francisco] **Swadley, W. Wesley. *Photo View Map and Guide of the Panama-Pacific World's Fair 1915.*** SF: Amos & Swadley, 1915. Eight-panel folding panorama with text panels, 42-inches long. ¶ Half-tone bird's-eye view of the PPIE, then still under construction, with a key to buildings; other facts and figures in panels; folded to be used as a postal mailer. One fold with paper repair. 30.00

218. [1915 San Francisco] ***The Liberty Bell. Philadelphia-San Francisco 1915. Compliments of the City of Philadelphia.*** Double-sides stiff stock, color engraving. Illustrated and descriptive card often found in the 32-page pamphlet on the Bell, but also a stand-alone item. 15.00

219. [1915 San Francisco] **Turrill & Miller. *First Banquet Celebration S.F. Victory of Panama Ex. 1915.*** San Francisco: Jan. 31, 1911. Original photograph, 8 x 9.75 inches, on the studio's 10.25 x 13 inches embossed mount. ¶ Unknown Women's Organization Banquet in celebration of San Francisco's selection (by President Taft) as the official site for the 1915 Exhibition. The photograph shows two tables in a small banquet room, both filled with women ready to dine; place-settings include seltzer bottles and many US flags; a large US flag hangs on the back wall, other decorations throughout; one lone man barely visible by the back door. The photograph has a caption, which includes the group's name, penned in white—but it is difficult to decipher because most of the caption is written over the white tablecloth! Still a nice example of civic excitement three years from the PPIE's opening. 200.00

220. [1915 San Francisco] **Union Pacific System. *Dear Madam:*** Chicago, Feb. 8, 1915. Three-page typed form letter from George Vaux, general agent, to a correspondent in Illinois who had requested information on the UP's routes to California for the Fair. Here Vaux—who is sending along under separate cover the pamphlet *California and the Expositions*—goes into detail about the UP service. Page one is typed so as to accommodate a large colorful poster stamp of the UP's "Old Faithful" exhibit (to be found on the Zone).

221. [1915 San Francisco] **Union Pacific System. *Yellowstone National Park. Panama-Pacific International Exposition 1915. Old Faithful Club. Members' Card.*** Double-sided card, with image of Old Faithful printed in background; slight vertical crease. ¶ Card made to "George Kleiser and Ladies" and was non-transferable. I am not sure what privileges this membership had besides, probably, free entrance to the UP's recreation on the Zone. 30.00

222. [1915 San Francisco] **Wanamaker, Rodman. *Photographs Made on the Rodman Wanamaker Historical Expeditions to the North American Indian Comprise the Most Complete Collection of Indian Subjects in Existence.*** [No place, 1915?] [12]pp + pictorial wrappers, slightly wrinkled. ¶ Catalogue of the Wanamaker collection, which was on display in the Palace of Education. One page of letterpress—description of the Collection plus prices for different sizes of photos—followed by 15pp of small half-tone reproductions, a total of 31 captioned (and copyright) images. Proceeds from the sales were to go "toward the erection of a suitable Memorial to a Vanishing Race" [never built]. Although Wanamaker, a department store magnate from Philadelphia, underwrote between 1908 and 1913 three expeditions to northern Plains tribes, the photographs in fact were taken by Joseph K. Dixon. The Collection's surviving negatives and prints are now held by Indiana University. OCLC notes one holding with the PPIE information (Sutro) and two others dated 1914 (Sutro, again; Canadian Centre for Architecture). 200.00



223. [1915 San Francisco] **Western Pacific et al. *The Globe at the San Francisco Exposition.*** [Denver: Carson-Harper, 1915.] [12]pp folded in half (two panels per page). Small old and light stain on bottom edge. ¶ Prof. illustrated souvenir of "The Globe," the novel collaborative railroad exhibit from the Western, Denver & Rio Grande, Missouri Pacific, St. Louis, Iron Mountain & Southern lines, describing each of the various panoramic views—scenes along one of the various railroads—found around the perimeter and inside the Globe. The PPIE Jury awarded this exhibit "The Gold Medal of Superiority." OCLC locates two holdings (Denver, Yale). 60.00

224. [1915 San Francisco] **Wickson, E.J., ed. *California's Magazine. A quarterly journal for the dissemination of authentic information concerning California.*** San Francisco: California Publishers Co-operative Association, 1915. Vol. I, No. 1. Large 8vo. 672pp + original pictorial wrappers, covers scuffed and spine chipped. Profusely illustrated, much in color. ¶ First—and last—issue of an ambitious publication that attempted to cover a wide range of topics pertinent to California's social life and economy, as well as much on the PPIE itself—e.g., an eight-page color illustrated section plus 11 essays on various aspects of the Expo as well as one essay on the San Diego Fair. With a total of 137 essays, covering Education, Natural Resources, Development, the Panama Canal, California's Women, Fruits and Co-operative Marketing, Livestock, Poultry, and Food Manufacturing. 65.00

**225.** [1916 San Diego] **Seven Southern Counties of California.** *Souvenir of the "Out-of-Doors" Exhibit... at the Panama California International Exhibition, San Diego, 1916.* Four-panel folding illustrated brochure—map + captioned views. ¶ Souvenir of the Counties' "Southern California Model Farm," with plan and views. The Seven Counties were: Imperial, Los Angeles, Orange, Ventura, Riverside, San Bernardino, and San Diego. 45.00

**226.** [1922 Marseille] **Commissariat Général de L'Exposition.** *1922. L'Exposition Nationale Coloniale de Marseille, décrite par ses Auteurs.* Marseille, [1922]. Folio. 310pp + four color plates. Profusely illustrated throughout with 811 black-and-white half-tones (from photos) and 12 plans. Original stamped cloth. Stamped as copy number **210**. ¶ Excellent commemorative anthology of articles on this colonial exposition, contributed by a number of writers, with chapters on all of the countries represented (from Asia, Africa, the Pacific, etc.) and information on the planning and constructing of the event, including many half-tones showing construction of specific pavilions and exhibitions. Color plates include a reproduction of the Exposition's poster. An exceptional—and uncommon—documentary on what scholar Patricia A. Morton called France's "grandiose display of [its] colonies." OCLC notes three holdings, all in French libraries, plus Penn and Yale have copies. 400.00

**227.** [1922 Marseille] **Exposition Coloniale de Marseille. Palais de l'Afrique Occidentale Française.** [Toulouse: Imprimerie d'Art e d'Industrie du Sud-Ouest, 1922?]. Oblong 8vo. 20ff, with sepia half-tones (captioned) printed on rectos only. Color pictorial wrappers with string tie; some spotting on covers, interior fine. ¶ Fine pictorial souvenir of this colonial exhibit, with the first eight plates showing various aspects of the exterior, including the garden and mock native villages (full of natives); the remaining dozen plates illustrate the interior and the various different regional sections, with an overall architectural design that seems more Egyptian than African. Not located in OCLC. 250.00

**228.** [1923 Gothenberg] **Jubilee Exhibition, Gothenberg, Sweden, 8<sup>th</sup> May- 30<sup>th</sup> Sept. 1930.** [Gothenberg: Zachrissons, 1922.]. Square 8vo. [24]pp + color pictorial wrappers, folds to thin 8vo. With added advertising slip from Norwegian American Line tipped in. Description of the various features of this Exhibition commemorating the 300<sup>th</sup> anniversary of the city. 60.00

**229.** [1924 Wembley] **Day Summers & Co. Slipway Engineering.** (London: Fitch, 1924.) Large 8vo. 16pp + decorative wrappers. Profusely illus. ¶ Attractively designed brochure describing the firm's large slipway machinery (for hauling up heavy cargo). The company was on display at the British Empire Exhibition's Palace of Engineering. 45.00

**230.** [1925 Paris] **Bon Marché. Le Bon Marché Présente Son Pavillon Rempli Des Créations de Pomone.** [Paris: Guillot, 1925.]. 12mo. [16]pp + pictorial wrappers. Profusely illustrated with text half-tones and small maps. ¶ Large Parisian department store presents its special Pavilion de "Pomone" which was filled

with model rooms designed with the latest modern-style future, art, and knick-knacks, all of which could be found at the main store. Not located in OCLC. 65.00

**231.** [1925 Paris] **David, Fernand and Paul Léon. Exposition Internationale des Arts Décoratifs et Industriels Modernes Paris 1925. Rapport Général. Section Artistique et Technique, Volume V: Accessoires du Mobilier (Classes 9 à 12).** Paris: Larousse, 1927. 4to. [v], 104, (1)pp + 96 plates (eight in color). Decorative end-papers. Decorative wrappers. ¶ One of 13 volumes—published separately between 1927 and 1932—describing and illustrating the items placed on display in the various Artistic and Technique Sections (there were also five additional volumes covering the Administrative history of the Exposition). This volume covers an area broadly described as "furniture accessories," but includes vases, dinnerware, flatware, glassware, toiletries, lamps, and other decorative pieces—many in art deco design. 200.00

**232.** [1925 Paris] **Exposition des Arts Decoratifs. Vue de Nuit.** Paris: AN, 1925. Group of 13 different sepia-toned photographic postcards (unused), showing different nights scenes around the Exposition, highlighting the various lighting designs, with exquisite views of the Seine and pavilions along its banks, as well as the various views of the Pont Alexandre III, which had stands and pavilions across it. With two different hand-colored views of Pont, highlighting the illumination of the fountain under the bridge, by Vedovelli. 100.00

**233.** [1925 Paris] **L'Illustration. L'Exposition Internationale des Arts Décoratifs et Industriels Modernes. April 25, 1925.** No. 4286. Paris, 1925. Folio. Original pictorial wrappers, some wear on spine. ¶ Long [32pp] pre-opening illustrated article—mostly in color—on the upcoming Exposition, with much on the design of the various pavilions as well as interior. With a two-page pictorial map of the Grounds. Complete issue, with 64 pages of illustrated advertisements, many fine car ads. 75.00

**234.** [1925 Paris] **Samaritaine. Guide Pratique de l'exposition des arts décoratifs modernes.** [Paris, 1925.]. 12mo. 4pp folding card, illustrated in color, with center map with detailed key. ¶ Vest pocket map/guide issued by a large Parisian department store which had its own large pavilion right on the banks of Seine, adjacent to Pont Alexandre III. Meanwhile, the four principal pavilions of France's colonial holdings were at the far end of the Grounds—six years later they would dominate the 1931 Exposition. 25.00

**235.** [1926 Philadelphia] **La France Mfg Co. Landmarks of Liberty.** Philadelphia, 1926. 12mo. Four-panel (8pp) folding color illustrated flyer (with Expo map), slightly trimmed at top; plus six original (unused) color illustrated postcards. Six of 10 different cards issued by this manufacturer of laundry detergent. Just as this Exposition celebrated American Freedom, the company had its own "Exposition of Woman's Freedom from wash-day drudgery." 30.00

236. [1926 Philadelphia] **Official Sesqui Centennial Daily Program and Guide.** *Friday, October 22, 1926.* Large 8vo. 32pp including pictorial self-wrappers. Many ads throughout. ¶ All of the activities on what was “Pan-American Union Day” (also “Lebanon Valley Day” and Lillian Boyer, Daredevil Aviatrix, was on the Grounds, too). 25.00

237. [1929 Barcelona] **Ascensores y Aplicaciones Industriales. Nuestras Instalaciones en la Exposición Internacional de Barcelona 1929-1930.** Barcelona, 1929. 4to. [16]pp + wrappers, a little wrinkled. ¶ Profusely illustrated brochure on the firm's elevator installations in various Exposition buildings (e.g., the National Palace) as well as its other electrical work—such as the detailed hydro-electric system built to drive the Magic Fountain (with a great set of images) and the lighting of grounds and some pavilion, as well as its stand in the Palacio de Industrias Metalúrgicas. 75.00

238. [1929 Barcelona] **Asociación Española Para El Progreso de Las Artes Gráficas. Palacio de Las Artes Gráficas.** [Barcelona: Hauser y Manet, 1981.] Large 8vo. Four-panel double-fold brochure, opens to 48 x 64 cm poster with floor diagram and chart. ¶ Facsimile reprint by a relevant trade organization of a scarce brochure originally issued before the Opening, explaining the purpose and scope of this industrial Palacio and the rental costs for various different stands in the Hall (clustered by topics, such as books, machinery, design, etc.). 45.00

239. [1929 Barcelona] **Asociación Nacional de Fabricantes de Juguetes. Artículos de Bazar en el Palacio de Artes Industriales y Aplicadas.** [Barcelona: Graficas Plaza, 1929.] 12mp. Double-folding brochure, eight panels total. Six pages listing in alphabetical order the 54 exhibitors, with a map of the exhibition space on rear. ¶ Variety of toys and related objects on display—lead toy soldiers, games made of wood or cardboard, party supplies, toy pistols and cars, etc. 45.00



240. [1929 Barcelona] **Auca de L'Exposició.** [Barcelona? 1929.] Single-sided printed illustrated “auca” broadside, 17.5 x 12.75 inches, printed on orange paper. ¶ An auca is a traditional graphic broadside produced in Catalonia (the Castellano word is “aleluyas”). This rare broadside presents in 30 illustrated cartoon panels drawn by Vidal Ferrer, each accompanied by a rhyming four-line couplet, the story of a Catalan farmer and

his donkey who travel to Barcelona to see the Exposition. The auca shows and tells of the sights there and the experiences they have, with many features of the Expo shown (e.g., Magic Fountain, the new escalator, various exhibits). An interesting regional variant of that old chestnut of the Rube going to the Big City.... But in this case, to the Big Exposition. Not located in OCLC. 200.00

241. [1929 Barcelona] **[Austrian Tobacco Monopoly] Oesterreichische Tabak-Regie.** (Wein: Steyremühl, 1929.) 26pp + three color plates + bright pictorial color wrappers with string tie; some foxing, as usual, on the covers. ¶ Interesting booklet on the Austrian tobacco industry, with text in English, French, German, and Spanish, prepared expressly for the Exposition, with illustrations of the manufacturing process (from “manipulation” of tobacco by Bulgarian women to the factory production of filter-tipped cigarettes) and three color plates (highlighted in gilt) of various product packaging montages, done by the Viennese artist Maria Lakarz, who was a member of the Wiener Werkstätte [Vienna Workshop]. 200.00

242. [1929 Barcelona] [Belgium] **Catalogo Oficial de la Participacion Belga en la Exposicion Internacional y Universal de Barcelona 1929.** Bruselas: Industrial y Financiera, 1929. [18]pp + 134pp + 25pp advt. Portraits. Pictorial wraps, with some fox spotting as usual. 60.00

243. [1929 Barcelona] **Burmeister & Wain. Barcelona y Su Exposición Internacional de 1929.** (Barcelona, 1929.) 48pp + small folding colored map. Prof. illustrated. Text in Spanish and English. Pictorial wraps. ¶ Attractive brochure from a Danish shipbuilding and engineering company, with text on features of the Expo as well as on its large motors and various large ships. 65.00

244. [1929 Barcelona] **Carbonell, Francesc. Memoria de l'Associación de Periodistas de Barcelona 1929.** [Barcelona: Estudis, 1930?] 222pp + wrappers (heavily foxed). ¶ Report from the Secretary of the Association of Journalists of Barcelona on its involvement as the local host association to other trade newspaper organizations that were exhibiting at the Exposition, with much information (e.g., inventories) on newspaper publication in Barcelona as well as in other countries. Text varies between Catalan, Castellano, and French. OCLC locates one holding (Biblioteca de Catalunya). 75.00

245. [1929 Barcelona] **Carné, Viuda de Fernando. Exposition Internationale 1929...** [Barcelona, 1929]. Original machine-stitched advertising textile, in blue on white, 7.25 x 11.5 inches. ¶ Promotional textile from a firm that manufactured machinery for the textile industry, with four lines of advertising copy printed into the fabric. The illustration riffs off of the image of the medieval courtier on the Expo's official poster. An uncommon promotional piece. No copy located on OCLC. 100.00

246. [1929 Barcelona] **Catálogo de Expositores de Alcira.** [Valencia: A. Badia Ermita, 1929.] Oblong 8vo. [32]pp + color pictorial wrappers, a little worn on spine; rubbed. Profusely illustrated. ¶ Cooperative exhibit from a community south of Valencia, at this time a center for the orange-growing industry—hence, most of this book is about orange production, marketing, etc. Not located in OCLC. 60.00

247. [1929 Barcelona] **Comité Ejecutivo Delegado. Reglamento y Clasificación General.** Barcelona: La Viuda de

Luis Tasso, [1928?]. 45pp + wrappers. ¶ Detailed breakdown on the structure and organization of the Exposition, and the arrangement of exhibits, etc. OCLC notes one US holding (Fresno). 45.00

**248.** [1929 Barcelona] *Compañía General de Tabacos de Filipinas*. 4to. 8pp, folded. Old tape repair on one fold. ¶ Promotional piece from a tobacco conglomerate. Opens to a center spread of text and illustrations; other side color map indicating in red the dependencias and centrales azucareras of the Company throughout the Philippine archipelago. OCLC notes one holding (Penn). 50.00

**249.** [1929 Barcelona] *Conservatorio de Buenas Letras de Barcelona. Barcelona Ante La Exposición, Año I, Núm. I*. Barcelona, August 1, 1928. 4to. [2], 16, [2] + decorative wrappers and string-tie binding; some spotting on cover. Illustrated. ¶ First issue of a magazine devoted to describing and promoting the upcoming fair, then still under construction, with chapters on El Pueblo Español, Palacio Nacional, Palaces of Agriculture, Clothing, and Work, various dignitaries, etc. With four pages of ads plus two illustrated ads tipped to the inside wrappers. OCLC notes one holding (Biblioteca de Catalunya). 85.00

**250.** [1929 Barcelona] *Diario Oficial de la Exposición Internacional Barcelona 1929* [later *Barcelona Gráfica*]. Barcelona, 1929-1930. Three volumes. 4tos. Contemporary matching flexible blue cloth; small hole in spine of Vol. I. Profusely illustrated. ¶ A complete run [71 issues] of this illustrated newsmagazine, starting with the first issue of April 21 to December 28 (the formal closing of the International Exposition's first year); then with 28 issues from January 4-July 16, 1930, covering the period when the Expo was reopened as the *Exposición de Barcelona*. The issues vary from 32 to 48 pages, and include a 168-page January 18, 1930 issue. The quality of the paper varies—from rotogravure newsprint at the beginning, to good glossy stock later on—and the graphic layout, use of covers, and overall design changes, as well as the typography, from a modern sans-serif style to more traditional typefaces. The issues in Volumes II and III, beginning with issue No. 21, have original glossy illustrated covers bound in. Between January 19-February 26, 1929 this *Official Newspaper* was printed daily in order to capture the full drama of King Alfonso's visit to the Exposición. The October 1, 1929 issue (40pp) is dedicated to the Swiss. The issue for March 8, 1930 has much on Josephine Baker's visit and performance—more fun than the King's appearance. Beginning with Number 57 [April 9, 1930], the periodical's name was changed to *Barcelona Gráfica*, and most of each issue (avg. 40pp each) has a center section on glossy paper devoted to "Notas de La Exposition, Toros, Deportes, Teatros, Vida Mundana y Artística," profusely illustrated throughout with buildings, exhibitions, officials, dignitaries, tourists, etc.—a fine pictorial and textual record of this Expo as well as coverage of life, sports, and culture in Barcelona. ¶ Besides the Biblioteca Nacional de España and the Canadian Centre for Architecture, OCLC only notes US holdings at Yale (56 issues) and Hagley (54 of 56 issues). Both the Getty and the Art Institute record copies between issues No. 57-66. 750.00

**251.** [1929 Barcelona] *Exclusivas-Lot (Radio-Lot). Exclusivas Lot en la Exposición Internacional de Barcelona 1929-30*. [Badalona: Herma, 1930.] Oblong 8vo. [40]pp + color pictorial wrappers. Profusely illustrated in b&w, with two color illus. ¶ Promotional booklet by a firm that supplied various electrical components to the Exposition, including the Public Address system, traffic signals, lighting, and refrigeration. Scenes throughout of the Expo, especially focusing on Lot products (e.g., speakers in the Sports Stadium) and various Frigidaire appliances in numerous exhibits. The firm also had a few of its own stands. Not located in OCLC. 125.00

**252.** [1929 Barcelona] *Exposición de Barcelona 1930. Guía del Visitante*. [Barcelona: Artes Gráficas, 1930.] 26pp + double-page keyed map in the center. Prof. illustrated. Pictorial wrappers, slightly soiled. Brief descriptions of the Palacios and Pavilions open during the Exposition's second year. 35.00

**253.** [1929 Barcelona] *Exposición Internacional de Barcelona, Palacio Nacional. Segundo Concierto a cargo de la Banda de la Guardia Republicana de Paris*. [Barcelona: Bofarull, 1929.] [12]pp + printed wrappers. ¶ Band under the direction of Pierre Dupont. Program included pieces by Wagner [Barcelona's favorite composer], Albéniz, and de Falla. Presumably held in the large oval performance space on the Palace's top floor. 35.00

**254.** [1929 Barcelona] *Exposition Internationale Barcelone. Son Sens Et Sa Portée*. (Barcelona: Seix y Barral, 192?.) 56pp + four folding tinted plates + pictorial embossed stamped wrappers with string tie. ¶ Handsome preliminary booklet on the "Direction and Range" of the Exposition, directed to the French market, explaining the Expo's scope, features, design, etc. The folding plates include a birds-eye rendering of the Expo, a Plan, a rendering of the Spanish Village, and a large plate (8.5. x 25 in.) montage showing "Palais De L'Exposition." OCLC locates three non-US holdings (Bibliothèque Nationale de France, Canadian Centre for Architecture, Universiteit Utrecht). 100.00

**255.** [1929 Barcelona] *Finland. Principales Aspectos de la Fabricación y la Exportación del Queso Finlandés*. (Helsinki: Yhteriskirjapaino, 1929.) 24pp + pictorial wrappers, spotted on front. Half-tones throughout. ¶ Concise treatise on the Finnish cheese market, especially its production of Emmenthal and Edam (with many pictures of large wheels of each). Not located in OCLC. 65.00

**256.** [1929 Barcelona] *Garcia Prieto, Ricardo. Poema Historico-Descriptivo en Verso de la Exposición de Barcelona, Año 1929*. (Barcelona): P.C.B., 1930. Second edition. Large 8vo. 133pp. With 73 illustrations (all of the Expo, buildings, interiors, events, etc.). Pictorial wraps. ¶ A description of the Expo as expressed in 22 Cantos. An unusual presentation. 65.00

257. [1929 Barcelona] [Illumination] *Exposició de Barcelona, 1929-30* [cover title] Oblong 4to photograph album with boards and string-tie binding. 24ff, with 24 original sepia-toned photographs mounted on each recto, with accompanying tissue guards. ¶ A fine collection of photographs (each 4.75 x 6.75 inches), all showing the night-time illumination of the Exposition grounds, focusing on the lighting of the Magic Fountain (still in operation) and the tall art-deco lights that lined the main thoroughfare—these extraordinary fixtures no longer exists. Hence, this is a good record of their presence there, especially as the promotion and use of electricity—both in function (e.g., escalators, in industry) and in design (lighting)—was one of the primary objects of this particular exposition. 500.00

258. [1929 Barcelona] **Instituto de Servicios Sociales.** *Guía del Pabellón de la Caja de Pensiones para La Vejez y de Ahorros.* Barcelona, 1929. 4to. 8pp, self-wrappers, illus. ¶ Descriptive guide to the pavilion of this social-services department dedicated to savings and pensions of the elderly. 45.00

259. [1929 Barcelona] *International Exhibition Barcelona 1929.* (Barcelona: Rieusset, 1928?) Tall 8vo, three-panel folding brochure, illustrated. ¶ Nice bird's-eye depiction of the Expo grounds plus three panels of text on "the most important Exhibition the world has seen since the Great War." 20.00

260. [1929 Barcelona] [Italy] **Ente Nazionale Industrie Turistiche.** *La Participacion de Italia en la Exposición de Barcelona 1929. Italia.* [Rome, 1929.] Thin 8vo. 94pp. Color pictorial wraps. ¶ Section on the Italian exhibit at the Expo is followed by tourist info on Italian cities, towns and railroads, with a section of ads from hotels. Published jointly by the Italian tourism department and the State Railroad. 60.00

261. [1929 Barcelona] **La Compañía Telefonica Nacional de España.** *Nuestro Servicio.* Three-panel folding pamphlet issued by the national phone company, with illustrated front, opens to a color plan of the Expo grounds, and a chart on back of tariffs for phone calls within and without Spain. 25.00

262. [1929 Barcelona] **La Escuela Superior de Equitación Miliar et al.** *Torneo.* [Barcelona: Hermes, 1929.]. Square 12mo. 34pp + pictorial wrappers. ¶ Description of the re-enactment of a medieval jousting tournament held during the Exposition. 35.00

263. [1929 Barcelona] **La Unión Industrial Metalúrgica.** *Pabellon Nacional de Industrias Metalúrgicas. Índice de Expositores.* [Barcelona: NAGSA Ates Gráficas, 1929.] 31pp + color pictorial wrappers. ¶ Alphabetical index, arranged by product, of items on display (with addresses of the specific exhibitors) in Palaco de la Electricidad y Fuerza Motriz. Center-spread with two detailed floor plans. 50.00

264. [1929 Barcelona] **Magridejos Mora, Montse.** *El Flamenco en la Barcelona de la Exposición Internacional, 1929-1930.* Barcelona: Edicions Bellaterra, (2012). Thick 4to. 463pp + pictorial wrappers. New, well-research monograph. ¶ Fantastic and

admirable work on this subject, extensively illustrated with reproductions of programs, posters, tickets, etc., as well as many photos of performers. Chapters on various interpreters (singers, dancers, and musicians), performances at various locations on Montjuic, reactions to the art form—including *antiflamenguismo*. Presentation of this native Andalucian art form into the Catalan and International world. Even today, one can walk at night through the Pueblo Espanol and find clubs featuring tableos—albeit at very high ticket prices. Highly recommended work. 75.00

265. [1929 Barcelona] **Maleras, A.** *La Montaña Iluminada y Algo Mas. Evocacion de una obra excepcional y su irradiacion fronteras afuera.* (Barcelona: Rieusset, 1966.) Folio. 75ff. Stiff pictorial wrappers. Profusely illustrated with color and b&cw photographs as well as renderings and plans. ¶ Excellent record of the Magic Fountain built as the center-piece for the Exposition, at the foot of the National Palace. With material on its planning, design and construction as well as illustrations from the 1929 event, plus an illustrated account of the Fountain's renovation in 1954-55, plus information on other elaborate public water-and-light presentations (e.g., fountain at Lisbon). Also with illustrations and information on the modernistic lighting at the Exposition, that was later removed. The Fountain continues to operate to this day and it is a very popular destination on weekend evenings, with its two-hour light-and-music show. OCLC only notes two holdings in Spain. 100.00

266. [1929 Barcelona] [Music] *Festivales Sinfónicos/ Ibero-Americanos.* Barcelona, 1929. (88)pp. Illus. Printed on grey/silver paper, lightly discolored on edge (damp?); perfect-bound, staples rusted. ¶ Booklet on a musical festival celebrating contemporary composers in Spanish-language countries as well as Portugal and Brazil. The series of performances were held in the Expo's Salon de Fiestas in the Palacio Nacional. 45.00

267. [1929 Barcelona] **Nogués.** *Exposición Internacional Barcelona 1929. "Pueblo Espanol."* Barcelona: Seix & Barral Herms., [1929]. Large colorful poster by Nogués, 39 x 28 inches. Some light wrinkling, a little wear on the blank margins, overall very good copy. ¶ Striking image depicting the center courtyard area of this hybrid Spanish Village, with the Tower being the prominent feature, and figures in various regional garb gathered about. The image was reproduced in a postcard as well as the cover for one of

the pamphlets on the Pueblo [e.g., see item #274]. 450.00



268. [1929 Barcelona] [Norway] *Norwegian Trade Review/ Revisa Del Comercio De Noruega.* [Oslo]: May 1929. 4to. 79pp + (2) + 22pp ads. Prof. illustrated. Color pictorial wrappers, soiled; spine chipped. ¶ "Numero Especial" of this trade magazine, prepared with the assistance of the Official Norwegian Committee of the Exposition,



for distribution therein. Much on commerce between Norway and Spain—e.g., cod—and on industry in that Scandinavian country. Opens with a salutation from the Spanish dictator Primo de Rivera who admits that it is difficult for him to condense the feelings that he has always had for that “pais lejano.” 50.00

**269.** [1929 Barcelona] **Norway. Seccion Noruega... Catalogo.** [Oslo: Eile Moestue, 1929.] [19]pp + pictorial wrappers. ¶ Main introduction in Spanish as well as the alphabetical list of exhibitors, but the portion [pp.9-19] of “exhibitors arranged in sections” is in Spanish, English, and German. Not located in OCLC. 75.00

**270.** [1929 Barcelona] **Plano-Guía Oficial de la Exposición Internacional de Barcelona 1929.** Barcelona: Rudolf Mosse Ibérica, 1929. Large fold Plan with key printed along one side—23 x 33.5 inches. A few small holes two fold points. Verso of this Plan is dedicated to advertising Byrrh Vino Apertivo (French liquor), with 14 different views of the manufacturing facilities and offices. With original pictorial wrappers, bound (stitched) into a full red morocco binding, with the seal of Barcelona stamped in gilt on the front cover. With the bookplate of Baron de Viver—Darius Rumeu I Freixa—mayor of Barcelona, and the person who officiated at the Exposition's opening ceremonies on May 19, 1929. Great Exposition association piece. 200.00

**271.** [1929 Barcelona] **Prat de la Riba. Rhumprat. Demaneu Rhumprat Arreu.** Barcelona: Bonaparte, [1929?]. Die-cut hand-fan in the shape of the cartoon character Betty Boop, with colorful image of the large-headed Betty in a tight black dress and garters (boop-boop-be-dop!) and on verso an ad for well-known Jamaican rum, sold by this Barcelona firm. Hand-stamped on the text side is the added “J. Prat de la Riba/ Barcelona” and “Espocisión Internacional de Barcelona- 1.929.” And also signed by Prat (in red). Betty's body here serves as the handle and her oversize cranium as the fan. Very novel. Copies on the ephemera auction market in US have sold for \$200-\$400. This copy: 85.00

**272.** [1929 Barcelona] [Pueblo Español] **Exposicion Internacional Barcelona. Pueblo Español 1929.** (Barcelona: Dalmau Oliveres, 1929.) Oblong folio. Forty full-page illustrations with title captions in Spanish, French, English, and German. Orig. embossed stiff wrappers with original dust jacket. ¶ Fine selection of high-quality views of this famous architectural village. The best and most elaborate item published on this architecturally hooky, but always interesting, exhibit. 125.00

**273.** [1929 Barcelona] [Pueblo Español] **Exposición Internacional de Barcelona 1929 “Pueblo Español.”** (Seix & Berral Herms, 1929.) Large double four-panel folding brochure (with double-panel Plan), opens to 24 x 18.5 poster with a montage of views of numerous buildings in the Pueblo. Small separation at a few fold points. 30.00

**274.** [1929 Barcelona] [Pueblo Español] **International Exhibition of Barcelona 1929, “Spanish Village.”** (Seix & Berral Herms, 1929.) Large double four-panel folding brochure

(with double-panel Plan), opens to 24 x 18.5 poster with a montage of views of numerous buildings in the Pueblo. English-language version of pamphlet also issued in Spanish. 35.00



**275.** [1929 Barcelona] [Pueblo Español] **Los Grandes Almacenes “El Siglo, S.A.” Una Visita Al Pueblo Español.** [Barcelona: Seix & Herms, 1929.] Four-panel folding brochure, opens to a colorful 21 x 14.5 inch pictorial bird's-eye view of the Pueblo Español, with a key locating and naming the 23 “typical stores” located throughout the Pueblo. Very atmospheric illustrations (“Each corner evokes the old and noble Spain of the Golden Age”). 45.00

**276.** [1929 Barcelona] **Real Club Náutico. Crucero Internacional del Mediterráneo Organizado por el Real Club Náutico subvencionado por la Exposición Internacional de Barcelona 1929, del 15 de Junio al 3 al Julio.** Barcelona: Los Talleres de “La Estamp,” 1929. Large 8vo. [93]pp + color pictorial wrappers with color plate mounted on front cover. Decorative elements as well as full-page photos. ¶ Complete program of yacht races held during the Exhibition, sponsored by various organizations, but all under the auspices of the Real Club Náutico. Most events seemed to have involved more receptions and banquets than actual sailing. Not located in OCLC. 150.00

**277.** [1929 Barcelona] **Recuerdo de la Exposicion Internacional Barcelona.** Barcelona: Rieusset, 1929. Large 8vo, five-panel double-sided color illustrated brochure, opens to large montage of buildings at Expo. A few small tears at fold. 25.00

**278.** [1929 Barcelona] **Ribot, J. Obsequio de la Antigua “Casa Coll” J. Ribot a Sus Amigos y Clientes Con Motivo de la Exposicion Internacional de Barcelona de 1929.** Machine-printed pictorial silk, 10 x 9 inches, featuring a scene adapted from Velaquez's “Las Hilanderes” (in the Prado) with text printed around the border and along bottom, and two seals of the firm. ¶ Souvenir printed by a prominent textile firm that specialized in the manufacturing of “neat” woven materials such as table linens, sheets, bedspreads, towels, with items for hotels a specialty. Attractive souvenir, combining one of the principal industries of Catalonia (textiles) with this Exposition. 45.00

**279.** [1929 Barcelona] **Rohrbach Metall-Flugzeugbau G.M.B.H. Rohrbach, Desarrollo de la Empresa.** Copenhagen: Rohrbach Metal Aeroplan Co., 1929. 4to. 4pp, folded. With 17 small half-tones throughout, of various models. ¶ Spanish-language brochure prepared by Danish aeronautical firm for its appearance at the Exposición Internacional de Aviación, held in Barcelona in conjunction with the International. 75.00

**280.** [1929 Barcelona] **Sociedad de Atracción de Forasteros. *Guía de Barcelona y Su Provincia.*** [Barcelona: Anuarios Bailly Bailliere y Riera Reunidos, 1929]. Large, very thick 8vo. 70, [71]-2192, [1]-168pp advertising section (on color paper) + [I]-XXXIX pp Index. Additional advertising leaves added throughout. Text illus. Original red cloth, rebacked with original spine laid down, new end-papers; color illustration (rubbed) mounted on front cover. ¶ Seventy-page introductory essay followed by a very extensive and comprehensive directory to the city (personal names as well as sections arranged by businesses), plus a large section of illustrated ads and an Index. Cover title: *Barcelona en el Año de la Exposición Internacional 1929*, with mounted colored illustration depicting the National Palace in the center. Not located in OCLC. 200.00

**281.** [1929 Barcelona] [Sweden] **Sección Sueca. *Catalogo.*** Stockholm: Börtzells Trychdri, 1929. 21pp + color pictorial wrappers, with keyed grounds map on outside rear wrappers. Catalogue of exhibitors both in the Swedish Pavilion and Palacio Reina Victoria Eugenia. 65.00

**282.** [1929 Barcelona] [Switzerland] ***Catálogo Oficial de Suiza.*** (Zurich: Fretz Hermanos, 1929.) 158pp + wrappers. Profusely illustrated, including 21 color illus. ¶ Complete catalogue to Swiss involvement at the Expo, with a map showing the various buildings where displays could be found (e.g., Industrials Textiles). In answer to the question of why Switzerland was taking part in the Expo, the reply was direct: in order to show to the Spanish its industrial richness. This catalogue—with its very modern design—reveals a wide variety of products, from the almost obligatory horological items to heavy machinery, textile production, buses, games, lights for bikes, cheese, etc. Information on local agents provided also makes this volume a valuable trade catalogue. OCLC locates four holdings in Switzerland and two in Spain. 150.00

**283.** [1929 Barcelona] **Tarrago, P. Bohigas. *Congreso y Exposición Internacionales del Teatro, celebrados en la Exposición Internacional de Barcelona, 1929. Memoria y Catálogo.*** Barcelona: Instituto del Teatro Nacional de la Diputación Provincial. 1929. Large 8vo. 152pp + section of plates (with 50 images). Original wrappers. ¶ Complete catalogue of the interesting Theater exhibition assembled within the Palacio de Proyecciones as well as the program for the Third International Congress of the Universal Society of the Theatre, held therein. Most of the plates are various views of the exhibits in the Palacio. 150.00

**284.** [1929 Barcelona] **Turnovsky, Dr. Ladislav. *Catalogo de la Participacion Oficial de La Republica Checoslovaquia en la Exposicion Internacional en Barcelona 1929.*** Piske: Lenc, 1929. 112pp + blue printed wraps, slight wear. ¶ Illustrated catalogue, in Spanish; includes chapters on the country and its industries as well as long section of illustrated ads (pp.66-112) with an accent on industrial manufacturers. 65.00

**285.** [1929 Barcelona] **Union Industrial Metalurgica. *La Industria Metalúrgica Nacional en la Exposición Internacional***

***de Barcelona, 1929. Índice de expositores.*** Barcelona, 1929. [192]pp. Profusely illustrated, many illus. advts. ¶ Section on the Expo as well as others on metallurgy and heavy industry in Spain, statistics, etc. OCLC notes one Spanish holding. 75.00

**286.** [1929 Barcelona] **Unión Industrial Metalúrgica. *Semana Del Hierro. Congreso nacional de Industrias Metalúrgicas.*** [Barcelona: Lopez, 1929.] [12]pp including pictorial self-wrappers. ¶ Promotional brochure and prospectus on the upcoming industrial congress to be held in the Palacio de la Metalúrgica—with sessions, tours, banquets, etc. Not located in OCLC. 45.00



**287.** [1929 Barcelona] **Viuda di Fernando Carné. *Exposition International 1929. Viuda di Fernando Carné. Maquinaria Textil, Barcelona.*** [Barcelona, 1929.] 29 x 19 cm. ¶ Advertising silk manufactured by a firm specializing in textile machinery (including machinery for drawing "art textiles" such as one). The image here repeats the Exposition's main "mascot:" a medieval messenger or page. In blue and white threads. 100.00

**288.** [1929 Barcelona] [Italy] ***Catálogo de la Sección Italiana.*** (Rome? 1929). 205pp + pictorial wraps. Some ads. ¶ Official catalogue on the Italian Pavillion. With floor diagrams; many pages of ads from Italian firms plus essays on various aspects of Italian economy (e.g., Banco de Roma) and industry (e.g., aeronautics). Attractive wrapper design by Settala. 65.00

**289.** [1929 Barcelona] **Exposición Internacional Barcelona, 1929. *Sección Deportiva Estadio.***

(Barcelona: Seix & Barral Herms., 1927-28.) Large 8vo, folding double four-panel brochure, opens to a poster (25.5 x 18 in.) with illustration and much text on the Exposition and the role of sports at said event; also four illustrated panels comparing the new (then under-construction) sports stadium with other principle stadiums of the world (e.g., Wembley). Color pictorial title panel. Affixed in the corner of front cover is one of the original 1979 Spanish postage stamps issued to commemorate the Expo's 50<sup>th</sup> Anniversary, with two postal cancellations. 50.00



**290.** [1929 Barcelona/Sevilla] **de H. Fournier.** *El Mejor Recuerdo de la Exposiciones de Sevilla y Barcelona. Baraja Historical, Ibero-Americana, 1929.* Vitoria: de H. Fournier, 1929. Three-panel (6pp) folding brochure, illustrated. Manufacturer of playing cards advertises a special set produced for the two Expositions. 35.00

**291.** [1929 Barcelona/Sevilla] **Comité Central Seder.** *La Seda en Las Exposiciones de Sevilla y Barcelona 1929.* Barcelona: NAGSA, 1929. 36pp + wrappers (spotted on front and back). ¶ Guide to the exhibit of an umbrella group representing the finest of Spanish companies dealing in silk and silk products; with a business directory of 63 firms as well as five illustrations of the Exhibit at both Fairs. Not located in OCLC. 65.00

**292.** [1929 Barcelona/Sevilla] **El Consejo de Enlace.** *Exposición General Española.* (Madrid: Gráficas Reunidas, 1929.) Large 8vo. 31pp + pictorial wrappers, ¶ Profusely illustrated pre-opening promotion brochure for the Barcelona and Sevilla Expos of 1929. 45.00

**293.** [1929 Barcelona/Sevilla] **España: sus Exposiciones, Barcelona-Sevilla, 1929-1930.** Barcelona: Editorial de la Revista "Laboratorio," (1930?). 4to. 256pp + 11 plates. Recently bound in green cloth. ¶ Profusely illustrated record of the two Expositions, although the larger portion on the Barcelona event, with a long article by the engineer who designed the Magic Fountain, plus articles on the various foreign pavilions and on the city. Pages 161 to 242 on Sevilla. Includes an article on modern statistics. Many recto pages used for half- or full-page ads (some illustrated), with an index at the end. The 11 plates include one with a small reproduction of the Barcelona Expo's official poster; four tipped-on plates from drawings by P. Sabate of scenes at the Barcelona event; six special advertising pages, three from firms that had their own pavilions (e.g., Asland Cement) as well as an illustrated ad from the printer of this volume, Imprenta Boirás. One of the best post-Exposition wrap-up volumes on these Fairs which were held right at the end of Spain's dictatorship (the one before Franco!). 150.00

**294.** [1929 Barcelona/Sevilla] **Exposición General Española, Sevilla 1928 [sic], Barcelona 1929.** [Madrid: Mateu, 1928?] [8]pp + color pictorial wrappers. Text illus. ¶ Pre-opening promotional booklet, with a poster-designed cover, on the dual Spanish expositions, known collectively as the General Exposition of Spain. Sevilla's opening was planned for Oct. 12, 1928 but actually happened on May 9, 1929 35.00

**295.** [1929 Barcelona/Sevilla] **International Telephone and Telegraph.** *Ibero América. Album dedicado a la Exposición Ibero-Americana de Sevilla y a la Exposición Internacional de Barcelona 1929-30.* New York, 1929. Large 8vo. 136pp + pictorial wrappers. Prof. illustrated. ¶ Album published as a "extraordinary supplement" to IT&T's *Revista de Comunicaciones Internacionales*, with an introduction by Concha Espina followed by a long section of chapters on each of the Iberoamericana countries represented at the Expositions (and by IT&T), followed by

separate illustrated chapters on the two Spanish Expositions. OCLC notes three locations, all in Spain. 150.00

**296.** [1929 Barcelona/Sevilla] **La España Industrial.** *Visite Ud Nuestros Stands.* Barcelona: Sirven, [1929]. Colorful three-panel [6pp] folding brochure, with attractive montage panel on each Exposition plus some text on this large textile manufacturing firm, with a rendering of the Barcelona factory on the rear. 45.00

**297.** [1929 Barcelona/Sevilla] **Robinson Bros.** *Robinson's Cork Tiling for Flooring, Wainscoting, Table and Desk Tops.* No place, 1929. Three-panel (6pp) folding color illustrated brochure, showing designs and specifications for four different floor products. 30.00

**298.** [1929 Barcelona/Sevilla] **Servicio de Ferrocarriles.** *Exposiciones de Sevilla y Barcelona 1929.* [Madrid, 1929.] 32pp + pictorial wrappers, some foxing around the edges. Prof. illustrated, with center spread map of Spain. ¶ Brief chapters on the upcoming pair of Expositions, followed by timetables for traveling around Spain by rail (as well as four pages on Portugal). 45.00

**299.** [1929 Sevilla] **Comité Ejecutivo.** *Exposición Hispano-Americana en Sevilla. Emplazamiento, Parque y Jardines, Edificios, Proyectos.* [Sevilla: Enrique Piñal, 1929?] 4to. Title + folding plate + [44]pp + pictorial wrappers. ¶ A collection of full-page as well multiple images (from photos or drawings) on each page, with title captions in Spanish—architectural features, the Park, the Jardens, and the facades of pavilions. Not located in OCLC. 85.00

**300.** [1929 Sevilla] **Compañía de Jarcia de Matanzas.** *Una Gran Industria Cubana Representada en la Exposicion de Sevilla 1929/ Nuestro Producto is Obra Maestra.* [Habana: Sindicato de Artes Graficas, 1929.] Large sq 8vo (folded). [12]pp including pictorial wrappers. ¶ Profusely illustrated pamphlet on this Cuban firm's manufacturing of rope and cord from sisal (a species of agave) that it grows on its plantations in Matanzas. The center spread shows the exhibitions of its products at the Seville Expo. OCLC locates one holding (Ibero-Amerihanisches Inst.). 75.00

**301.** [1929 Sevilla] **Dirección General de Acción Social y Emigración (Ministerio de Trabajo y Previsión).** *Reseña de las instalaciones.* Madrid: Artística Sáez Hermanos, 1929. [16]pp + wrappers. ¶ A review of this department's exhibit, describing the various sections and the content of the graphs, maps, photographs, and charts, all pertaining to Spanish emigration to America (principally to Argentina). Not located in OCLC. 45.00

**302.** [1929 Sevilla] **Exposición Ibero-Americana. Sevilla 1927. Programa.** [Madrid: Mateu, 1927.] 4to. [24]pp + folding color plan + pictorial wrappers, slightly soiled. Prof. illustrated. ¶ Pre-opening promotional booklet explaining the scope of the Exposition—with a two page outline of the areas to be covered—as well as the Exposition grounds, and a final nod to the sister expo to be held in Barcelona (that concentrated on industry and commerce). OCLC notes two holdings in Spain only. 65.00

**303.** [1929 Sevilla] **Muñoz San Roman, J.** *Sevilla, La Bien Amada. (Paraiso de Ensueño y Poesía).* Sevilla: Gomez Hnos., 1929. 157, (2). Color pictorial wraps. Largely unopened. ¶ A love song, of sorts (in prose), on Sevilla at the time of its Exposition, covering the people, the religion, the traditions (dancing, bull-fighting), and the landscape. OCLC locates two US holdings (Columbia, LC). 45.00

**304.** [1929 Sevilla] *Pabellón de la PERFUMERIA GAL en la EXPOSICION DE SEVILLA.* Original color postcard featuring an attractive rendering of this commercial pavilion, drawn by Ribas. 25.00

**305.** [1929 Sevilla] **Presidencia del Consejo de Ministros.** *Pabellon Colonial/ Exposicion Ibero Americana/ Sevilla 1929* [cover title]. [Madrid, 1929.] Large 8vo. [48]pp + color pictorial wrappers. Prof. illustrated with different line drawings on each page. ¶ Detailed presentation on "Los Territorios españoles del Golfo de Guinea," principally Fernando Po and Spanish Guinea, with most information on the commercial aspects of the colonies. Ironically, Spain is now in a desperate struggle to keep Africans from enter Spain, especially through its two small hold-outs on the African continent (Ceuta and Mellila). Scarce—OCLC notes one holding (Biblioteca Nacional de España). 200.00

**306.** [1929 Sevilla] **Foto Dücker.** *Sevilla* [cover]. [Barcelona: Huecograbado Mumbrú, 1929?] 56ff, printed on rectos only + pictorial wrappers (some spotting) with silk-ribbon tie. ¶ Fine collection of photographic plates of the Exposition grounds, building, the many pavilions plus sights around Sevilla (e.g., Alcazar), each plate with brief captions in English, Spanish, French and German. OCLC locates two holdings (CSU Fresno, UT Austin) and possibly another at Harvard (cataloguing is vague). 125.00



bition included a large bookstore ("La Feria del Libro"). The two-panel perspective on the main exhibition room. 125.00

**307.** [1929 Seville] **Exposición Ibero-Americana, Sección del Libro.** *El Libro Español a Través de Los Siglos.* [Barcelona: Oliva de Vilanova, 1929.] Four-panel double-fold sheet, opens to 35 x 42 cm center illustrated poster. With tinted lithographs throughout. ¶ Naturally handsome brochure on the large exhibition on the history of printing and the book, replete with its museum section, and a section on printing and on the Spanish book. The exhibition

**308.** [1929 Seville] **Exposición Ibero-Americana. Sevilla.** [Sevilla: Padura, 1929.] [14]pp + color pictorial wrappers. Promotional booklet on the city and the Exposición, with color map of the Fair grounds printed on the inside rear wrapper. 45.00

**309.** [1930 Antwerp/Leige] **Conseil Supérieur du Tourisme y la Fédération de l'Hotellerie Belge.** *Belgica, Guia Turistica y Hostelera 1929.* [Verniers: Vinche, 1929.] 175, (1)pp + two folding maps + color pictorial wrappers. Illustrated throughout. ¶ Spanish-language edition of a guidebook issued in advance of dual "Exposiciones Internacionales del Centenario de la Independencia de Bélgica." With a chapter on the Expositions, plus the inside rear wrapper ad pushes the event. Not located in OCLC. 85.00

**310.** [1930 Antwerp] **Potité, Géorge M.** *12 Snapshots of Antwerp Exhibition 1930 Real Photographs.* Antwerp, 1930. 12mo. Twelve small photographic card, captioned on verso, laid in folding packet. From a series of views issued by Potité. Snapshots here focus on specific Exhibition buildings. 30.00

**311.** [1930 Barcelona] **Palacio de Proyecciones.** *La Revista de Charles B. Cochran's "Wake Up and Dream" (Despierta y Sueña).* (Barcelona: Lopez, 1929.) [20]pp + pictorial wrappers, some spotting on edges. Profusely illustrated with portraits and scenes. ¶ Souvenir program of this Cole Porter revue, that first opened in London in 1929, but moved to Barcelona for a run (here starring Sonnie Hale). The center four pages are a program of the festivals and spectacles held at the Exposition in June and July, 1930. LAID IN is a four-age *Explicación* of the musical revue (best remembered for the song, "What is this thing called love?"), in Spanish. Not located in OCLC. 45.00

**312.** [1930 Liège] **Centenario de la Independencia de Belgica, 1930. Exposiciones Internacionales, Abril-Noviembre. Lieja/Amberes.** [Amberes: Stockman, 1930?] [12]pp + pictorial wrappers. Double-sided leaf laid in presenting information on train travel, with schedules, from the Sociedad Nacional de Ferrocarriles Belgas. ¶ Profusely illustrated brochure in Spanish, promoting the two Fairs—with the Liège being the official World's Fair, while the Amberes event was called the *Exposicion Colonial, Maritima y de Arte Flamenco*, and . Rear inside wrapper lists all of the other various celebratory festivals being held in Belgium in that centennial year. 45.00

**313.** [1930 Liège] **Michal, Léob.** *Congrès et Concours. Organisés a l'Occasion de l'Exposition Internationale de Liège 1930.* Liège, 1929. 80pp + wrappers. ¶ Report from the Exposition's Secretary General on the many different congresses and meetings—commercial as well as scientific—scheduled to be held during this Exposition. 45.00

**314.** [1931 Paris] **L'Illustration.** *Dans Ce Numero 20 pages su L'Exposition Coloniale...* Paris, Aug. 22, 1931. Folio. 547-582 + 16pp illustrated ads. Lacks the smaller extra insert. Dramatic pictorial cover of the night-lighting of the Temple D'Angkor-Vat. ¶ Profusely illustrated coverage of the Exposition, including the

Permanent Palace of the Colonies, a French School for natives, masks, native dancing (esp. Bali and Ivory Coast), and an article on the "Marvellous Night" Lighting, with three color pics. 45.00

**315.** [1931 Paris] [Indochine Française] Section des Services d'Intérêt Social. **Gaïde et Bodet, Docteurs. *Le Fièvre Récurrente et le Bérubéri en Indochine.*** Hanoi: Imprimerie D'Extreme-Orient, 1930. Large 8vo. 23pp + four tables. Original wrappers. ¶ Report from the Inspector General of Indochinese Sanitary and Medical Services (Gaïde) and one of his associates on malaria and beriberi in the tropical regions, with most cases (in 1929) occurring in Cochinchine. 25.00

**316.** [1931 Paris] [Indochine Française] Section des Services d'Intérêt Social. ***La Service Météorologique et l'Observatoire Central de l'Indochine.*** Hanoi: Imprimerie D'Extreme-Orient, 1931. Large 8vo. [20pp + eight plates + illustrated title. Original wrappers. ¶ History of the Indochinese Weather Bureau and its Observation center, established in 1902. 30.00

**317.** [1931 Paris] [Indochine Française] Section des Services d'Intérêt Social. **Rény, E. *Monographie Générale du Cadastre en Indochine.*** Montreuil-sous-Bois: Imprimerie de la Seine, 1931. Large 8vo. 120pp + wrappers. ¶ Land management—especially forests—in Indochina. 25.00

**318.** [1931 Paris] [Indochine Française] Section des Services d'Intérêt Social. **Gaïde et Bodet, Docteurs. *La Peste en Indochine.*** Hanoi: Imprimerie D'Extreme-Orient, 1930. Large 8vo. [33]pp + seven tables. Original wrappers. ¶ Report from the Inspector General of Indochinese Sanitary and Medical Services (Gaïde) and his assistant. 35.00

**319.** [1931 Paris] [Indochine Française] Section des Services d'Intérêt Social. **Direction Générale de l'Instruction Publique. *Le Centre de Formation Professionnelle de Hué.*** Hanoi: Imprimerie D'Extreme-Orient, 1931. Large 8vo. 27pp + two folding color plans + three plates of half-tones + six facsimile plates. Original wrappers. ¶ Account of a trade school in Hué, with plans showing the layout of the facilities, and views of classrooms and workshops. 45.00

**320.** [1931 Paris] [Indochine Française] Section des Services d'Intérêt Social. **Direction Générale de l'Instruction Publique. *L'Enseignement Secondaire Indochinois et Ls Humanités Extrême-Orientales.*** Hanoi: Imprimerie D'Extreme-Orient, 1931. Large 8vo. 40pp + six half-tone plates on three leaves. Orig. wrappers. Lengthy appendix covers in detail the curriculum at this school. 45.00

**321.** [1931 Paris] [Indochine Française] Section des Services d'Intérêt Social. **Direction Générale de l'Instruction Publique. *Le Petit Lycée De Dalat.*** Hanoi: Imprimerie D'Extreme-Orient, 1930. Large 8vo. 28, (8)pp + four half-tone plates from photos + one color map. Orig. wrappers, light old damp mark at portion of top edge (not in text). The eight pages reproduce the official General Instructions from the school's director. 45.00

**322.** [1931 Paris] [Indochine Française] Section des Services d'Intérêt Social. **Direction Générale de l'Instruction Publique. *Les manuels scolaires et les publications pédagogiques de la Direction générale de l'Instruction publique.*** Hanoi: Imprimerie D'Extreme-Orient, 1931. Large 8vo. 24, 1pp + 15 plates + one folding table + one map. Orig. wrappers. The illustrations are reproductions of pages from textbooks prepared for the colonies (both text and illustrations pages). 65.00

**323.** [1931 Paris] [Indochine Française] Section des Services d'Intérêt Social. **Direction Générale de l'Instruction Publique. *La Pénétration Scholaire Dans Les Pays Annamites (Tonkin—Annam—Cochinchine).*** Hanoi: Imprimerie D'Extreme-Orient, 1931. Large 8vo. 31pp + nine plates + four maps (two folding). Orig. wrappers. 45.00

**324.** [1931 Paris] [Indochine Française] Section des Services d'Intérêt Social. **Direction Générale de l'Instruction Publique. *Le Tonkin Scolaire. Un Pays d'Adaptations Pédagogiques Originales.*** Hanoi: Imprimerie D'Extreme-Orient, 1931. Large 8vo. 100pp + 12 plates with multiple half-tones from photos (scenes at various schools) + 12 tables + three architectural renderings of buildings and school desks + three maps (one folding—population density map of Tonkin). Original wrappers. 100.00

**325.** [1931 Paris] [Indochine Française] Section des Services d'Intérêt Social. **Direction Générale de l'Instruction Publique. *Le Cochinchine Scolaire. L'Enseignement Dans Le Pays Le Plus Evolué de L'Union Indochinoise.*** Hanoi: Imprimerie D'Extreme-Orient, 1931. Large 8vo. 56pp + 30 plates with multiple half-tones from photos (scenes at various schools) printed on both sides (many full-page) + one folding map. Orig. wrappers, light old damp mark at portion of top edge (not in text). The large number of half-tones from photographs make this volume also a photo-essay on the topic of education in this region. 125.00

**326.** [1931 Paris] [Indochine Française] Section des Services d'Intérêt Social. **Direction Générale de l'Instruction Publique. *L'Ecole de plein exercice de Médecine et de Pharmacie de l'Indochine.*** Hanoi: Imprimerie D'Extreme-Orient, 1931. Large 8vo. 40, (1)pp + 11 plates with half-tones (rectos only) + six tables. Original wrappers. Teaching of medicine and pharmacy in the colonies. 75.00

**327.** [1931 Paris] [Indochine Française] Section des Services d'Intérêt Social. **Direction Générale de l'Instruction Publique. *Trois Écoles d'Art de L'Indochine.*** Hanoi: Imprimerie D'Extreme-Orient, 1931. Large 8vo. 37pp + 16 plates with half-tones (rectos only) of art produced at the three schools (e.g., ceramics, sculpture) and of students working. Original wrappers. 65.00

**328.** [1931 Paris] [Indochine Française] Section des Services et Des Service d'Assistance Sociale. ***Travaux de l'École de Médecine de l'Indochine.*** Hanoi: Imprimerie D'Extreme-Orient, 1931. Large 8vo. 191pp. Original wrappers. ¶ Detailed overview of the work of the Indochinese Medical School, covering the Medical Clinic (with chapters on various diseases), Surgical Clinic, and Obstetrics. 75.00

329. [1931 Paris] [Indochine Française] Section Économique. **Inspection Generale de L'Agriculture de L'Élevage et Des Forêts. *Le Crédit Populaire Agricole en Indochine.*** Hanoi: Imprimerie D'Extreme-Orient, 1931. Large 8vo. 43pp + seven different printed/blank forms on color paper + six color maps (five of Provinces). Original wrappers. Detailed report on financing of agricultural ventures and cooperatives. 65.00
330. [1931 Paris] [Indochine Française] Section des Sciences. Service Météorologique. **Carton, P. *La Météorologie Agricole en Indochine.*** Hanoi: Imprimerie D'Extreme-Orient, 1930. Large 8vo. 15pp + three color maps (one folding). Original wrappers. ¶ Maps show the locations of weather and climate stations, including rain-collection stations, throughout the region. 30.00
331. [1931 Paris] [Indochine Française] Section des Sciences. Service Météorologique. **Carton, P. *La Météorologie et ses Applications dans les Pays Tropicaux.*** Hanoi: Imprimerie D'Extreme-Orient, 1931. Large 8vo. 20pp + four plates (half-tones) + two folding tables. Original wrappers. 25.00
332. [1931 Paris] [Indochine Française] Section Scientifique. Institutes Pasteur D'Indochine. **Jacotot, H. *La Peste Bovine en Indochine.*** Saigon: Imprimerie Nouvelle Alvert Portail, 1931. Large 8vo. 71pp. Original wrappers. Paper browning, slight chipping. 35.00
333. [1931 Paris] [Netherlands] ***Soirée de gala de musique et de danses balinaises, offerte par le Tjokorde Gde Rake Soekawati.*** [Paris: Coquermer, 1931.] Folio. 4pp + double-page photographic portrait of dance troupe + decorative gilt-printed wrappers (by Tj. Oka Toeblen) with string cord tie. Slight fox spotting on cover otherwise very good. ¶ Souvenir program of the *Gala Balinaise* [cover title] held at the Exposition's Salle des Fêtes on Sept. 4, 1931. The Balinese troupe was part of Netherland's participation in this Exposition. Besides dance, the music was provided by the resident Gamelan orchestra. OCLC locates two holdings (Leiden; Univ. of Sydney). 125.00
334. [1931 Paris] **DeGorce. "Sur Le Vif." *L'Exposition Coloniale, Paris, 1931.*** *Preface du Maréchal Lyautey. Vingt-cinq Lithographies Originales de DeGorce, avec des Commentaires d'Andre Maurois.* Paris: Édité par DeGorce, (1931). Folio. 24pp + 25 plates [with tissue guards] + pictorial wrappers. Number 1802 of 2000 copies printed on Ingres d'Arches paper. ¶ Impressionist impressions of the various exhibitions and scenes—principally at the various colonial exhibitions—with impressionist word-pictures by Maurois. 150.00
335. [1931 Paris] **Demaison, André and P. Commarmond. *Beaux-Arts. Mai-Novembre 1931.*** [Paris, 1931.] 100pp + 12ff of b&w plates (reproductions of art work). Pictorial wrappers, slightly rubbed. ¶ Catalogue of art exhibit depicting representations of life/culture in French colonies, by French artists... such as Delacroix, Corot, Gauguin... harems, dusky maidens, native men with horses... etc. OCLC notes two US holdings (Frick Museum, NYPL) and seven European. 100.00
336. [1931 Paris] **Dubonnet. *Historie du Quinquina.*** *Résumé documentaire sur les origines, l'introduction en Europe, les recherches scientifiques, les diverses utilisations et la diffusion mondiale.* [No place: Creation E. Virtel, 1931.] Oblong 12mo. [28]pp + color pictorial wrappers + printed tissue wrapper with die-cut window [+ plain tissue wrapper]. ¶ Profusely illustrated booklet on this famous wine-based aperitif [with a touch of quinine], with its history told through text as well as a dozen colorful reproductions of frescoes created especially for the Exposition. OCLC notes one holding (UC-Davis). 45.00
337. [1931 Paris] ***En Paris en Mayo de 1930... La Exposicion Coloniale Internacional Abre Sus Puertas...*** Paris: Dechaux, (1931?). Folding thin 8vo brochure, opens to center section with various color illustrations. ¶ Tourist enticement in Spanish, inviting one on "la vuelta al Mundo en un día," and to experience "todo el encanto y el misterio del exotismo en un admirable ornato de agua y d verdura." Further text lays it on thick. 35.00
338. [1931 Paris] **Exposition Coloniale Internationale Paris 1931. *Le Plus Beau Voyage a Travers le Monde.*** *Album de 40 vues.* Paris: Braun, 1931. Oblong 4to. 3pp + one color plate + 40 captioned plates. Pictorial wraps. A fine copy, still in the publisher's original slipcase. ¶ Very good selection of views of the various pavilions as well as of the grounds, with each architect named. Presents a fine pictorial record of the hybrid, reconstituted "native" architecture. The text is a brief essay, "Les Harmonies du Monde Exotique." OCLC locates two US holdings (Getty, NYPL). 150.00
339. [1931 Paris] **Gouvernement Général de L'Afrique Occidentale Française. *Le Circonscription de Dakar et Dépendances.*** Paris: Société d'Éditions Géographiques, Maritimes et Coloniales, 1931. 4to. 171, (1)p contents + wrappers. Ten maps and charts. Untrimmed copy. ¶ Detailed monograph on this Senegalese port and surrounding region, covering geography, population, port commerce, public works, public sanitation, education, communication infrastructure, and agriculture. One of 10 separately-published monographs issued by this government agency on the various Western African colonies. 85.00
340. [1931 Paris] **Gouvernement Général de L'Afrique Occidentale Française. *La Haute-Volta.*** Paris: Société d'Éditions Géographiques, Maritimes et Coloniales, 1931. 4to. 170pp wrappers. Four maps and charts. Untrimmed copy. ¶ Detailed monograph on this Senegalese port and surrounding region, covering geography, administration organization, economic development, communication infrastructure, fiscal state, and tourism. One of 10 separately-published monographs issued by this government agency on the various Western African colonies. 85.00
341. [1931 Paris] **Gouvernement Général de L'Afrique Occidentale Française. *Le Soudan.*** Paris: Société d'Éditions Géographiques, Maritimes et Coloniales, 1931. 4to. 166pp + wrappers. Ten maps and charts. Untrimmed copy. ¶ Detailed monograph on this colony, covering geography, administrative structure, economic development, communication infrastructure,



fiscal state, and tourism. One of 10 separately-published monographs issued by this government agency on the various Western African colonies. 85.00

**342.** [1931 Paris] **Gouvernement Général de L'Afrique Occidentale Française. *Le Sénégal*.** Paris: Société d'Éditions Géographiques, Maritimes et Coloniales, 1931. 4to. 274, (1)p contents + wrappers. Numerous maps, graphs, and charts. Untrimmed copy. ¶ Detailed monograph on this colony, covering geography, population, administrative structure, economic development, health and education, communication infrastructure, and fiscal state. One of 10 separately-published monographs issued by this government agency on the various Western African colonies. 100.00

**343.** [1931 Paris] **Gouvernement Général de L'Afrique Occidentale Française. *Le Dahomey*.** Paris: Société d'Éditions Géographiques, Maritimes et Coloniales, 1931. 4to. 149, (2)pp contents + wrappers. Four maps. Untrimmed copy. ¶ Detailed monograph of this colony, with much statistic matter on geography, political and social organization, economic development, social agencies (e.g., health), finance, the press, and tourism. One of 10 separately-published monographs issued by this government agency on the various Western African colonies. 75.00

**344.** [1931 Paris] **Gouvernement Général de L'Indochine. *L'Indochine Française*.** Paris: "La Semeuse," 1931. Small 4to. 59, (1)pp + tipped-in folding map in rear + pictorial wrappers. With 23 full pages of half-tones. ¶ Monograph on the region, with a chapter on the "inhabitants," but principally on economics and commerce, especially rice production. Map shows routes of major roads and railroads as well as rice-production regions. The four regions of Indochina were Tonkin [North Vietnam], Annam [Central Vietnam], Cochinchina [South Vietnam], Cambodia, and Laos. 100.00



**345.** [1931 Paris] **Kerhor, Jean [illus]. Commissariat de L'Indochine. *Exposition Coloniale Internationale de Paris en 1931. L'Indochine*.** [Paris: Imprimerie Nationale, 1930.] 4to. 49, (1)pp. With original pictorial wrappers, bound in half red morocco and red marbled boards. **WITH** an original watercolor by Kerhor on the half-title page, with a signed presentation inscription. With seventeen illustrations—from pen-and-ink—ranging from a full-page plate to numerous illustrated chapter heads and decorative tail-pieces. The original illustration depicts a small temple on a river's edge. 350.00

**346.** [1931 Paris] **L'Afrique du Nord Illustrée. *Colonies et Protectorats à l'Exposition Coloniale Internationale de Paris 1931*.** Paris, 1931. Folio. 80pp + color pictorial wrapper, a few small edge tear. ¶ Profusely illustrated special issue of this magazine, completely devoted to the Exposition (with no ads herein). Great coverage; excellent selection of images, many from the exhibition pavilions. Not located in OCLC. 150.00

**347.** [1931 Paris] **L'Illustration. *Exposition Coloniale Internationale de Paris 1931. Album de 150 pages comprenant les matières dans les numéros de L'Illustration des 23 Mai, 27 Juin, 25 Juillet et 22 Aout 1931*.** Paris, 1931. Folio. Original full decorated leather with laid-down leather cover label; binding slightly scuffed, interior fine. ¶ Exceptionally fine collection of illustrated articles on the Exposition, filled with full-page and text half-tones and drawings, lithographs, much in color; two-page map of Grounds. Full range of articles as they had first appeared in four separate issues of *L'Illustration* and assembled conveniently here under one cover. 200.00



**348.** [1931 Paris] **La Fédération Française des Anciens Coloniaux. *Le Livre D'Or de L'Exposition Coloniale Internationale de Paris 1931* publié sous la Patronage Officiel du Commissariat Général de l'Exposition.** Paris: Librairie Ancienne Honoré Champion, 1931. Folio. 343pp + 16 detailed color maps + tipped-in errata slip. Original color pictorial wrappers, slight fox-spotting otherwise very good, interior

fine. ¶ Probably the largest of the large volumes published in this Exposition, with detailed articles on all of the exhibiting colonies, of the various pavilions, and other features of the event (e.g., other exhibiting countries and colonial powers, such as Italy). The book is, we are informed, a faithful and realistic image of French colonization. 150.00

**349.** [1931 Paris] **Le Publicité de Rosa, ed. *Guide Officiel de la Section Italienne a l'Exposition Coloniale, Paris 1931*.** [Paris, 1931.] 48pp + 36pp advt section + [46]pp photographs + pictorial wrappers. French edition. ¶ The 1931 Exposition proved the perfect venue for the Fascists to trot out their prized colonies for all to see—Rhodes, Tripoli, Somalia, Eritria, and Cyprus. Albania, Libya, Ethiopia... were all to come later. OCLC notes three US holdings (Cleveland Museum, Northwestern, Wisconsin-Madison) and two French. 150.00

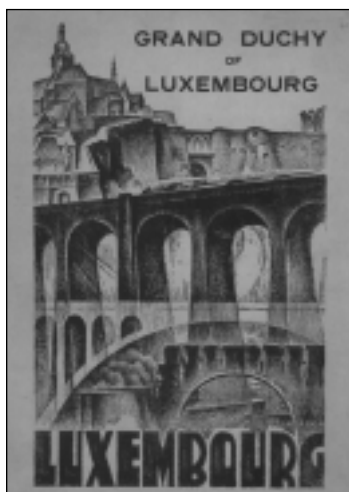
- 350.** [1931 Paris] **Léonnet, F.** *Album Des Colonies*. Paris: J. Ferenczi et Fils, [1931]. 4to. [24]pp + color pictorial wrappers, fairly worn, especially along spine. ¶ Coloring book—with designs by G. Ripart—of scenes in French colonies, all involving natives—Algeria, Morocco, Madagascar, Indochina, Antilles, Guyane, Africa, Martinique, etc. Color-printed plates (each with specific captions) with facing uncolored versions—here, however, two plates crudely colored by untalented French tot. Good example of the idealized depiction of native peoples to the “owners” back in France. OCLC locates one holding (French Nat. Library). 85.00
- 351.** [1931 Paris] **Les Palais des Colonies Françaises. 24 Cartes Détachables**. Paris: Braun, [1931]. Complete set of 24 unused captioned postcards, bound in booklet with pictorial cover, as issued. Views of the various exhibition buildings from the different French colonies (e.g., Indochina, Morocco, Tunisia, Cameroon). 50.00
- 352.** [1931 Paris] **Les Sections Etrangères. 12 Cartes Detachables**. Paris: Braun, [1931]. Unused postcards bound in original color-printed folder. Sepia-toned views of various exhibits, including America’s Mount Vernon reproduction. 50.00
- 353.** [1931 Paris] **Nib. Les Aventures deu Professeur Philatelius à travers l’Empire Colonial française. Illustrations de Michel Mare**. [Paris: Jacques Lafitte, 1943?] Oblong 4to. 24pp + color pictorial wrappers, slightly scuffed and with light vertical crease. ¶ Wacky story—with equally wacky, colorful illustrations—of the Professor who wishes to add to his stamp collection by traveling around to the various French colonies whereby he has numerous adventures involving natives. Mounted label on the copyright page notes that the volume is “Edité par le Ministère des Colonies.” Perfect book to tie into the Coloniale Exposition, and printing would suggest publication in 1931... although date/number on last leaf may be actually publication date, which would place publication during the period of Occupation. Not located in OCLC. 125.00
- 354.** [1931 Paris] **Nicoll, Edna. A Travers L’Exposition Coloniale**. Paris: Éditions Edna Nicoll, 1931. 4to. 230pp + five “hélio-chromie” plates laid. Profusely illustrated. Pictorial wrappers. ¶ Wonderful record of the Exposition, full of illustrations—sometimes printed in a green tint, sometimes in a blue cyanotype tone—with sections on each of the colonies’ exhibits. Numerous illustrations printed throughout. Of the five laid-in plates, one is a full-page color advertising plate for Larousse’s bookshop and the firm’s dictionary (and other publications). 250.00
- 355.** [1931 Paris] **Papyrus. No. 138. 30 Septembre 1931**. (Paris, 1931.) pp.581-684. Pictorial wraps. Prof. illustrated. ¶ “Special number” (as noted on the cover) of this monthly trade magazine devoted to the paper and book-publishing industries, here with five articles on various aspects of the Exposition as related to the printing arts—descriptions and illustrations of firms’ exhibits [e.g., paper, binding, printing machinery] and of the “Palais du Livre.” Followed by five more articles on “Le Salon international du Livre d’art” held in conjunction with the Fair. A different view of this Exposition. 65.00
- 356.** [1931 Paris] **Paris 1931. Exposition Coloniale Internationale**. [Paris: Chaix, 1931.] Four-panel double fold brochure, opens to 18.5 x 16.5 poster with keyed grounds map and emblematic illustrations. Printed in orange and a purplish-brown. Very attractive. Promises this Exposition to be “le plus beau voyage autour du monde.” 45.00
- 357.** [1931 Paris] **Plan Officiel de l’Exposition Coloniale Internationale, Paris 1931**. [Paris: Mangematin, 1931.] Folding colored map of Expo grounds (20 x 15.5 inches), tipped into a printed folder. Laid in is a flyer for General Motors (France) on its service station in Paris and services to motorists in Paris for the Expo. Very good map with all pavilions identified. 85.00
- 358.** [1931 Paris] **Robequain, Charles. L’Indochine Française**. Paris: Horizons de France, 1930. Folio. Pp[141]-252pp + lithographed wrappers. Profusely illustrated with sepia images from photographs. Separate printing of the section of Indochine Française from the work *La France Lointaine*. Here republished in advance of the Exposition Coloniale. Fine selection of images of the native population and of the landscape. 125.00
- 359.** [1931 Paris] **Société des Etudes Indochinoises. Indochine Française. La Cochinchine**. Saigon: Gastaldy, 1931. Large 8vo. 165pp + (92)pp Index + five map plates, over 74 plates [images on both sides, some double-paged] + one large folding (24 x 21 in.) color map. Old damp stain in lower inside corner, visible on some leaves towards the rear; light stain on edge of four leaves at front. One of 3000 copies, signed by the editor, printed on paper made of bamboo (with brown or red ink). ¶ Extensive coverage of this Protectorate that later became South Vietnam, with chapters on a variety of topics—history, finance, justice system, agriculture, rice culture, large public works, mutual aid credit system, medical and social systems, veterinarian medicine, sports, art, the press, etc. Hundreds of captioned half-tone illustrations. The detailed map shows the routes of paved roads open to automobiles in all seasons as well as those unpaved roads only open in the dry season, plus rail lines, canals, cities and villages, etc. 250.00
- 360.** [1931 Paris] **Stand de l’Union Ovine. Béliers greffés en Algérie**. [Paris: Imprimerie du Paris, 1931.] [16]pp + pictorial wrappers. With 12 full-page half-tones. ¶ Pamphlet from the booth of the Algerian Sheep Union on the grafting of rams in Algeria. Not located in OCLC. 45.00
- 361.** [1933 Chicago] **Baltimore & Ohio RR. How “Little Tom Thumb” Grew Up on the B.&O.** Folding brochure, opens to double-panel, with text on the Railroad’s Air-Conditioned Train and the “Big B.O. & Choo-Choo Engine,” both located in the Travel and Transport Building. 20.00

362. [1933 Chicago] **Canada From Sea to Sea at the Century of Progress Exposition.** Six-panel folding color illustrated brochure. 15.00

363. [1933 Chicago] **Canadian Pacific Steamship. Visit the International Exposition.** [Chicago: Poole Bros., 1933.] 10 double leaves, folded and stapled, with text arranged as two pages per side (e.g., "40pp") including color pictorial covers. Prof. illustrated, with color center-spread. ¶ Pre-opening promotional brochure, with last portion (pp.31-40) devoted to stramship service from Asia to the Fair. "An Exposition that vibrates to the bright promise of the future..." 35.00

364. [1933 Chicago] **Central Raw Silk Association of Japan. I am Japan Raw Silk.** Published on the Occasion of a Century of Progress International Exposition, Chicago. Tokyo, 1933. Oblong 8vo. 2 color plates + [32]pp + decorative end-papers + colorful pictorial wrappers with fabric ties. Vignette illustrations from half-tones throughout. ¶ The Autobiography on a piece of Silk, told in six chapters, covering the fabric's Aspirations and Ambitions, his life, his personal traits, his physical condition, and his future—I use the masculine pronoun, but I can't tell if Silk has a sex! Silk wears his heart on his cover, as it were: "Genuine silk used for the covers and bindings of this pamphlet." 85.00

365. [1933 Chicago] **Chicago Tract Society. Souvenir, A Century of Progress, Chicago, 1933.** Four-panel folding flyer, opens to double-section. ¶ The Society had a booth in the Hall of Religion, from which it evangelized about its work in converting immigrants and unemployed men. Also with a blunt appeal for donations. Shows activities of individual missionaries. 25.00



366. [1933 Chicago] **Chicago Tribune, European Edition. Grand Duchy of Luxembourg.** Paris: Imp. Des Beaux-Arts, 1933. 4to. [12]pp + pictorial wrappers. Illus. ¶ Brief essays on this small country—finances, political stability, banking, tourism, and health spas. OCLC locates one holding (Univ. of St. Thomas). 40.00

367. [1933 Chicago] **Church Extension Board. Presbyterian Progress in**

**100 Years.** Chicago, 1933. Four-panel double-fold brochure, opens to 13.5 x 12.25 inches, with illustrations and map in the center. ¶ Pamphlet on Presbyterian charitable and evangelical work in Chicago—railroad mission, Industrial League, neighborhood house, missions. Photograph of Jesus looking at downtown Chicago proves efficacy of the Work. Not located in OCLC. 30.00



368. [1933 Chicago] **Church of Jesus Christ of Latter Day Saints. Century of Progress Exposition Chicago 1933. The Glory of God is Intelligence** [cover]. [Chicago: Northern States Mission, 1933.] [12]pp including pictorial wrappers. Tour of Mormonism through the Church's exhibition of mural paintings and dioramas. 35.00

369. [1933 Chicago] **Conoco Travel Bureau. Travel Chicago and the**

**Century of Progress with Conoco.** Chicago: Gousha Co., (1933). Double-side color printed map, with map of Chicago (and a list of exhibitors at the Fair on one side), a Map of the Exposition Grounds and Downtown Chicago, with key, printed on verso (27 x 20 in.). 30.00

370. [1933 Chicago] **Curt Teich Co. Beautiful Scenes World's Fair Chicago 1933.** Chicago, 1933. Nine-panel folding view book (18 images) tipped into color folder with indexed map on inside. Same images as available on single post-cards. 15.00

371. [1933 Chicago] **Dearborn Engraving Co. Gravure Etchings World's Fair Bridge Set. For 2 Tables. 8 Tallies, 2 Score Pads.** Chicago, [1933]. One set, still in the (slightly torn) cellophane package, with an extra four Score Pads, each with a gravure etching cover (scenes of Hall of Science, General Exhibits Group, Electrical Group) and scoring pads inside. 45.00

372. [1933 Chicago] **Dept. of Agriculture. Florida in the court of the states.** Tallahassee, 1933. Thin 8vo. Four-panel (8pp) folding illustrated brochure with color designs. Includes a list of the various "Exhibit Units" therein. 20.00

373. [1933 Chicago] **Dept. of the Interior. Boulder Canyon Project—Questions and Answers.** Washington: Bureau of Reclamation, June 1, 1934. 4to. 16pp, mimeographed. ¶ Primer on the Dam and other water projects in the West, accompanying Government exhibit at the Fair. 35.00

374. [1933 Chicago] **Elgin Watch Co. You Really Must Take a Peek!** Elgin, IL, [1933]. Folding illustrated brochure—with illustrations and facts on the Elgin exhibit—opens to 7 x 11 inch color-illustrated center with numerous watch models shown and described. 20.00

375. [1933 Chicago] **Exposition Publications & Novelties Inc. A Century of Progress Exposition, Commemorating Chicago's 100<sup>th</sup> Anniversary.** Chicago, 1932. Oblong 8vo. [32]pp+ pictorial wrappers, blue on light brown; slightly soiled Captioned view book with scenes of Chicago as well as of the Expo grounds—pre-opening, so mostly renderings of exhibitions. 25.00

376. [1933 Chicago] **Exposition Publications & Novelties Inc.** *A Century of Progress Exposition, Commemorating Chicago's 100<sup>th</sup> Anniversary*. Chicago, 1932. Oblong 8vo. [32]pp+ pictorial wrappers, in blue and orange. ¶ Variant of above, with illustrations printed in a blue tint, and different cover design, but both modern-streamlined. 35.00

377. [1933 Chicago] **Farmers National Grain Corp. Co-Operative Grain Marketing. Century of Progress Exhibit** [cover title]. [Chicago: Neeling Printing Co., 1933.] Oblong 4to. 8pp, including pictorial wraps; light vertical crease. Illustrated throughout, with silver-printing highlights. ¶ Exhibit featured a diorama showing grain silos; text talks about features and benefits of the co-operative system, especially pertaining to grain. OCLC notes two copies (Stanford, Hagley). 45.00

378. [1933 Chicago] **Ford Motor Co. Ford at the Fair**. Oblong 8vo, 24pp + color pictorial wraps. Profusely illus. ¶ Center "Floor Plan" of the Ford Building, and information on special features, such as the Industrialized Barn, the three autos suspended in the center, the "Out of the Earth" exhibit on raw materials, and the

special movie, "Rhapsody in Steel." 25.00



379. [1933 Chicago] **Fritchey, Mrs. Franklin W. A Message to the Homemakers of America**. Baltimore: American Homemakers Association, 1933. 19pp + pictorial wrappers. Illus. ¶ Promotional booklet on the Association, especially describing its work in getting the Pure Food and Drugs Act passed. Small card laid in: "Souvenir of 'A Century of Progress.'" 45.00

380. [1933 Chicago] **General Motors. The Making of a Motor Car. Souvenir Guide Book to the Chevrolet-Fisher Manufacturing Exhibit, General Motors Building, A Century of Progress International Exposition, Chicago, 1933**. 16pp (eight-panel accordion fold). ¶ Profusely illustrated account of the 24 assembly stages in GM's Model Automobile Factory installed at the Exposition, with a panoramic bird's-eye printed along the bottom edge. OCLC locates five holdings. 30.00

381. [1933 Chicago] **Hoffmann, Wolfgang. The Sunlight House. Interiors Designed by Wolfgang Hoffmann. Century of Progress 1933**. 8pp including pictorial self-wrappers. Illus. ¶ Describes the various rooms and all of the donated furniture and fixtures. With a few annotations by a visitor to the House (e.g., "Clock with bells designed by Gilbert Rohde"). 45.00

382. [1933 Chicago] **Holland Furnace Co. A Quarter of a Century of Progress in Home Heating and Air-Conditioning**.

Three-panel double-folding brochure opens to small (9.5 x 12 inch) poster promoting the Company's Home Service [Protect Your Family!]. It's the Modern Way. 15.00

383. [1933 Chicago] **Horticultural Exhibitions Inc. Horticulture. A Century of Progress, 1933. Chicago Illinois, U.S.A.** [Chicago, 1933.] 4to. [12]pp + marbled glassine endpapers + decorative wrappers, string tie. Profusely illustrated. ¶ Pre-opening survey of the Horticultural Exhibition and the Garden and Flower Show, with renderings of the various sections, and a double-page center-spread depiction of the Fair, by Chicago Aerial Survey Co. **WITH: Layout of Exhibition Area/ Horticultural Building and Gardens**. 4pp folded brochure. Center-spread architectural layout of the Building and Gardens. Pair: 100.00

384. [1933 Chicago] **Illinois Commercial Men's Association. The Duo Graphic Magazine. Vol. 3, No. 4**. Chicago, 1933. 4to. 24pp + folding color wrappers. ¶ Issue of a magazine published by an Association that sold life and health insurance to traveling salesmen, almost completely devoted to the Fair, with many illustrated articles. Printed on rotogravure newspaper. Inside wrappers are applications for health and accident insurance. 30.00

385. [1933 Chicago] **Illinois, State of. Facts About Illinois**. [Springfield, 1933.] Thin 8vo. 30pp + wraps. Illustrated throughout. ¶ Opens with text of Gov. Horner's address at the opening of the Fair (on May 27<sup>th</sup>), praising Chicago's "I Will" Spirit." Then facts: highways, apples, mental patients, milk, soil, coal—Illinois has it all. 25.00

386. [1933 Chicago] **Inter-State Nurseries. Souvenir Rose Guide to a living display of the world's finest roses**. Hamburg, Iowa, 1933. 12mo. 116pp, including pictorial wraps. ¶ Actually a trade catalogue from a nursery that exhibited in the Horticultural Division, with a priced description of its various floral products. Not located in OCLC. 25.00

387. [1933 Chicago] **Italian State Tourist Dept. Ten Years of Italian Progress**. (Milano, 1933.) 32pp. Profusely illustrated. Strong color graphic wrappers. Paean to the new Roman Empire. OCLC locates five US holdings. 25.00

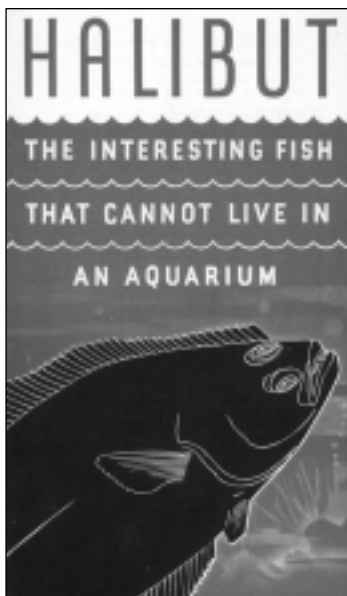


388. [1933 Chicago] **Kaufman and Fabry. Views of a Century of Progress International Exposition at Chicago, 1933-1933**. [Chicago, 1933.] Oblong 4to. 32ff, with 2ff of text + decorative wrappers. Captioned illustrations on rectos only. ¶ Collection of exterior views of Fair buildings—many renderings as this pamphlet was issued before completion of the Grounds—and some views of extant buildings from the 1893 Columbian Expo. 30.00

**389.** [1933 Chicago] **Kaufmann & Fabry Co.** *Official Pictures of A Century of Progress Exposition.* Chicago: Reuben H. Donnelley, 1933. Large 8vo. [64]pp + color wrappers. ¶ Profusely illustrated pictorial guide, with good selection of views of buildings, people, and principle amusements. 25.00

**390.** [1933 Chicago] **Kelchner, John Wesley.** *Unequaled for 3000 Years. Reproduction of King Solomon's Temple and Citadel.* Chicago: Kelcher, 1933. 16pp + color pictorial wrappers. ¶ Souvenir of a somewhat hooky and apparently boring (at least visually) exhibit. The Temple was located *not* in the Hall of Religion but, for some odd reason, "hard by the Planetarium," between a dance pavilion and the Jantzen Bathing Beach. OCLC locates three holdings (Emmaus Bible College, Chicago, Wisconsin-Madison). 85.00

**391.** [1933 Chicago] **Large "Scrap Book" in original red wrappers, 24ff + covers, filled with pamphlets and flyers collected at the Fair.** Filled with 16 color postcards + 64 others printed items and brochures: *Pullman's Diamond Jubilee 1859-1934* (16pp), *Pullman Company Offers to the Traveller...* (12pp); *Rock Island At the World's Fair* (16p); *The Burlington* (28pp); *Progress Union Pacific* (12pp); *United Airlines...* *Climaxing a Century of Progress in Transportation* (6pp); *Champion Spark Plugs* (10pp); *Ford V-8* (folio, 6pp); *General Motors Hall of Progress* (6pp); *Chevrolet for 1934* (32pp); *Simoniz, The Secret of Lasting Beauty* (4pp); *Sinclair Gasoline—How One Gallon could hoist them!* (14pp); *Howell Chromosteel Furniture* (6pp); *Three Can Live as Cheaply as One* [Norge refrigerators] (12pp); *The House You Visited at a Century of Progress 1934* (6pp); *Masonite, A Souvenir of the 1934 World's Fair* (12pp); large cartograph of Ohio + 11 different pamphlets from Union Carbide & Carbon. A few other (6) pieces laid in. 400.00



**392.** [1933 Chicago] **Lumber Industry of the U.S.A.** *The Century of Progress Sunlight House. The Last Word in Home Satisfaction. The All-Lumber House* [cover title]. No place, 1933. 4to. 33pp + pictorial wrappers. Prof. illustrated. ¶ Description of this building that was a co-operative endeavor by many different firms contributing a wide range of wood products (all listed on p.5). With articles (and plans) on using wood in home construction as well as ads from many of the sponsors. Laid in: *Four Low Cost Homes of Architectural Merit, 1933 Models* (West Coast Lumbermen's Association, 8pp). OCLC locates three holdings (Illinois, Columbia, USC). 100.00

**393.** [1933 Chicago] **Magill Weinsheimer Co.** *My Book of a Century of Progress World's Fair—Chicago 1933.* Oblong 8vo. [20]pp + pictorial wrappers. Prof. illustrated. ¶ Unused souvenir memorandum book, with space for Fair-goer to record visits to all of the principal exhibits and halls (e.g., The American Radiator Building) and pages for noting "restaurants where I dined" and other activities. With maps of grounds. 45.00

**394.** [1933 Chicago] **Merck & Co.** *A Chemical Almanack. Treating of Divers Chemicals, where they are found, how they are made, also who prepares them.* Rahway, NJ, 1933. 12mo. 32pp + color pictorial cartographic-themed wraps. Text illus. With four pages describing the firm's exhibits in the Hall of Science. OCLC locates seven copies. 30.00

**395.** [1933 Chicago] **National Cash Register Co.** *A Landscape in Miniature. An explanation of the story told by this display.* Chicago, 1933. 4pp folding flyer. ¶ Description of an allegorical miniature panorama... "on this lake moves a boat named 'Modern Business.'" 20.00

**396.** [1933 Chicago] **Official Guide. Book of the Fair 1933.** Chicago: A Century of Progress, (1933). 194pp. Profusely illustrated. Fold-out map. Color wraps, slightly scuffed. With the colorful, four-page Art-Deco insert piece for Firestone Tire's on-site factory exhibit. Excellent annotated list of both exhibitors and concessionaires. 35.00

**397.** [1933 Chicago] **Official View Book, A Century of Progress Exposition.** Chicago: Donnelley, 1933. 10-panel folding color views—from renderings, printed both sides—tipped into a folding illustrated mailer. Text printed on inside wrapper. 20.00

**398.** [1933 Chicago] **Official World's Fair Weekly (4th Week Ending June 24).** Vol 1, No 8. Chicago, 1933. 4to, 64pp + color pictorial wrappers. Prof. illustrated. ¶ Great Fair magazine, full of illustrated articles—"The Zoo of Dragons," "Log Rolling—Job, Art, and Sport," "Murals Depict Lutheran Growth"—plus programs, center spread map (with key) and ads from various exhibitors. 45.00

**399.** [1933 Chicago] **Ohio Commission.** *Being a Cartography of Ohio.* Columbus: Bucher Engraving Co., 1933. Large folding colored pictorial map, 24 x 19 inches, created specifically for distribution at the Fair. ¶ "This map can be most interestingly made into a decorative wall piece, a wastebasket, a tea tray or map shade, and is purposely printed on one side only for this purpose." 30.00

**400.** [1933 Chicago] **Old Dutch Cleanser.** *Cleanliness Thru the Ages.* Chicago, 1933. 32pp + pictorial wraps, with original (soiled) pictorial mailing envelope. Illus. Attractive art-deco/streamlined graphic design. Souvenir edition, sent to fair-goer upon receipt of filling out a card at the Fair and handing it "to the Old Dutch Girl." Besides the history of cleanliness—that is, of cleaning up—there is specific information about this cleanser and with a section of testimonials from pleased American housewives. 45.00

401. [1933 Chicago] **Picturesque Belgium at a Century of Progress, 1933. Brief Descriptions of Buildings.** 7pp, self-wraps. "Using this booklet as your guide, *Picturesque Belgium* transports you across the Sea." 15.00

402. [1933 Chicago] **Picturesque Belgium. Old Belgium.** Brussels: Wellens & Godenne, 1933. Complete set of 10 unused postcards, in original folder with a die-cut window. ¶ Cartoons scenes—featuring small figures in period dress in the various locations in the Belgium Village, drawn by Jean Dratz. 35.00

403. [1933 Chicago] **Pure Oil Co. Pure Oil Pathfinder Map of A Century of Progress.** NY, 1933. Six-panel folding map—opens to 20x9 inch with indexed map of the Fair Grounds on one side, text and illustrations about "Pure Oil at the Fair" on verso. Stream-lined graphic title panel. 30.00

404. [1933 Chicago] **Rayner Decalcomania Co. [Sketch of Expo logo].** Chicago, 1933. Mounted sketch in blue, gold and silver (3.5 x 5) with protective flap. Label on verso: "This Sketch is the Property of..." Salesman's sample of a decal of the popular Expo symbol. 25.00

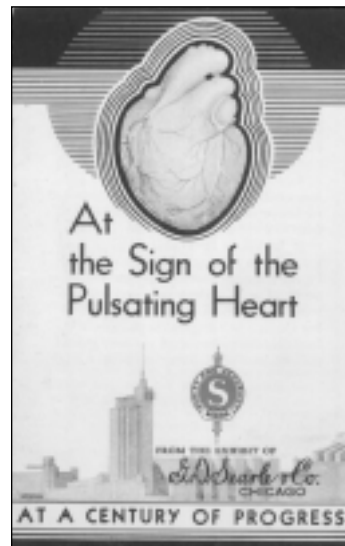


405. [1933 Chicago] **Royal Italian Commission. The Italian Pavilion. A Century of Progress, 1933.** [Chicago: Cuneo Press, 1933.] [22], [2]blank, including pictorial front wrapper, rear scrapped. Prof. illustrated. ¶ Primer to the Pavilion and a paean to the triumph of Italian fascism and to the leadership of Premier Benito Mussolini, whose "courage and spirit radiate throughout Italy." Besides praising the current govern-

ment, this pamphlet describes the various sections of the Pavilion—the murals, the model of the Liner Rex, reclamation of the land, etc.—and points out that the airplane-design of the Pavilion is a "monument to Italian progress in aviation and as a symbol of the flight of General Italo Balbo, who led an armada of seaplanes from Italy to A Century of Progress Exposition." 35.00

406. [1933 Chicago] **Sconce, Harvey J. A Century of Progress in Agriculture.** Chicago: Century of Progress International Exposition, [1933]. 4to. 12pp, self-wraps. Text illustrations. Noted as "World's Fair Series/ Bulletin No. 3." School-level primer, issued before the Fair's opening. OCLC notes four holdings in IL plus at SMU. 30.00

407. [1933 Chicago] **Searle & Co. At the Sign of the Pulsating Heart at a Century of Progress.** Los Angeles, 1933. 12mo. 16pp, including pictorial wraps. ¶ From a hemorrhoid-manufacturer's exhibit in the Hall of Science, featuring a larger-



than-life-size human heart. What else did you think a hemorrhoid-manufacturer is going to show??? 35.00

408. [1933 Chicago] **Sinclair Refining Co. Big News. World's Fair Edition.** Circulation, 2,000,000. Millions See *Weird Sinclair Dinosaurs*. NY, 1933. Folio. 8pp, self-wrappers. Newsprint, fragile at center fold. Illustrated with rotogravures. ¶ Many captioned photos showing that "Crowds never tire watching the life-like motions of roaring dinosaurs that feature Sinclair's exhibit at the World's Fair..." WITH: unused color postcard from the exhibit. 20.00

409. [1933 Chicago] **Southern Cypress Manufacturers' Association. Make the First Cost Your Last Cost. Use Tide Water Red Cypress....** Jacksonville, FL, [1933]. 4to. 4pp folding brochure, illustrated. ¶ Flyer on trade group's cottage built at the Fair—"Cypress Cottage Proves Rustic Charm"—with photo and architectural rendering. WITH: *All Purpose Farm Lumber*. Jacksonville, (1933). 31pp + pictorial wraps. Profusely illustrated; frontis of the Fair Cottage. "Cypress Defies Decay." 35.00

410. [1933 Chicago] **Sweinhart, Jack. The Industrialized American Barn. A Thought for the Farmer to Work With.** [Detroit? 1933.] 18pp + pictorial wraps. Text illus. ¶ Account of Henry Ford's work in "industrializing" the production and processing of soybeans—promoted here at the Barn, which "nestles in the shadow of the great Ford Exhibition Building." OCLC locates one copy—at the Henry Ford Museum. 35.00

411. [1933 Chicago] **Texas World's Fair Commission, Inc. A Pictorial History of Texas Under Six Flags.** Dallas: Southern Survey Service, 1933. 4to. 12pp + color pictorial wrappers. ¶ Colorful pictorial history, "compiled and illustrated by Van Camp," hitting on all of the Texas chestnuts. "This booklet is the official souvenir of the Texas Exhibit... The proceeds from the sale of this booklet are applied to the construction and maintenance expense of the Texas Building." OCLC only notes two holdings outside of Texas (WI Historical, Oklahoma). 45.00

412. [1933 Chicago] **Union Carbide and Carbon Corp. Giants of the New Age.** NY, 1933. Large square 8vo. [32]pp including pictorial wraps. Profusely illustrated, streamlined-graphic design. ¶ Well-illustrated guide to the Corporation's Basic Science and Applied Science Exhibits in the Expo's Hall of Science... describing batteries, metals, Pryofax gas, oxygen therapy, the Vinylite House, and other wonders of science... applied!



OCLC locates three holdings (Hagley, Canadian Centre for Architecture, and A. Lincoln Library!). 65.00

**413.** [1933 Chicago] **Wellcome Research Institution.** *Exhibits at the Chicago Exposition, 1933.* London, 1933. 62pp + wraps. Full-page plates. ¶ Description of the Institution's research laboratories and museum in England as well as its exhibits in the Fair's Hall of Science. LAID IN is a four-page flyer on "Photography at the Chicago Exposition"—specifically on the firm's 24 dioramas, with an Key Plan. 30.00

**414.** [1933 Chicago] **Wilson-Western Sporting Goods Co.** *The Story of Hol-Hi.* Chicago, [1933?] Oblong 8vo. [12]pp including decorative wrappers. Prof. illus. ¶ Illustrated description of the steps involved in manufacturing a golf ball. 35.00

**415.** [1933 Chicago] **YMCA.** *The YMCA Invites You... A Century of Progress* [cover title]. Folding brochure that opens to map of Chicago, "Directory of Chicago YMCA Buildings." Graphic and textual tie-in with the Fair. **WITH:** *A Guide to Service*, three-panel folding flyer on the YMCA Hotel, **PLUS** three unused color postcards of scenes at the Hotel, **PLUS** a small banner sticker from the Hotel, "World's Fair/1933/Chicago." 25.00

**416.** [1933 Chicago] **Official Attendance Certificates.** Two certificates, printed on faux-parchment, with illustrations and gilt highlighting, standing that Jean Kalinowski of Forest Park, Ill. "has attended the Century of Progress at Chicago on Oct. 1<sup>st</sup>, 1933." The other certificate is for Marie Kalinowski. ¶ First time that I have seen these—I guess the folks back home wanted proof that the Kalinowski sisters really *did* attend the Fair! Top of certificate with symbolic illustration representing Industry/Art/Humanity/Science/Agriculture. 45.00

**417.** [1934 Chicago] **A Century of Progress, Identification Card.** Small ID Card ("not a pass") for a man who was employed at the Office of U.S. Commissioner, with his mounted photo. Also with his official Pass for the month of August. 30.00

**418.** [1934 Chicago] **American Radiator & Standard Sanitary Corp.** *Century of Progress 1934... Heralding New Comforts that add to Human Happiness and Promote the Well-Being of Human Lives.* NY, 1934. Folio, 4pp (newspaper format), illustrated. ¶ Firm waxes about heating, toilets, sinks, and "what we may call the new science of Air Conditioning," all on view at the firm's "Garden of Comfort" exhibit. 45.00

**419.** [1934 Chicago] **Durkee Famous Foods, Inc.** *Durkee Famous Food Recipes.* Chicago, 1934. 16pp + colorful pictorial wraps. Prof. illustrated. ¶ Souvenir recipe book "dedicated to the busy American housewife who is constantly on the alert for new ideas to add variation to the daily menu." 25.00

**420.** [1934 Chicago] **Ford Motor Co.** *Ford Exposition, A Century of Progress.* Six-panel foldout illustrated brochure on the Ford Building and its exhibits there. 15.00

**421.** [1934 Chicago] **Ford Motor Co.** *Guide to the Fair, Chicago 1934.* Six-panel folding brochure, with maps and Fair plan on one side; opens to inside with views of Greenfield Village and Ford's River Rouge Plant. 20.00

**422.** [1934 Chicago] **General Motors Corp.** *The Frigidaire Air Conditioned House.* Dayton, 1934. Five-panel folding brochure opens to 11.5 x 17-inch illus. poster. "The day of practical air conditioning for the Home is here." Three holdings in OCLC. 15.00

**423.** [1934 Chicago] **General Motors.** *A Visit to the General Motors Research Laboratories at A Century of Progress 1934.* Detroit, 1940. 12mo. Six-panel folding brochure, illustrated, showing various features of the exhibit, with a woman fair-goer. Three holdings in OCLC. 20.00

**424.** [1934 Chicago] **General Motors.** *The Automobile Buyer's Guide.* Detroit, 1934. 80pp + wrappers. Text illustrations throughout. How to choose a [GM] car, based on the advice of over 200,000 owners. Not located in OCLC. 25.00



**425.** [1934 Chicago] **Japan Chamber of Commerce and Industry.** *List of Japanese Exhibitors on the International European Fairs 1934.* Tokyo, 1933? Tall 8vo. 24pp + stiff wrappers illustrated title panel (printed on silk paper) mounted on the front cover. ¶ Tri-lingual (English, French, German) list of exhibitors at various fairs (but principally Chicago), arranged by an alphabetical list of articles (e.g., bamboo goods, bicycles, canned good...) followed by an alphabetical list of exhibitors. With four full-page ads plus ads on insides covers and rear cover. Striking Japanese [!] style cover illustration. Not located in OCLC. 100.00

**426.** [1934 Chicago] **National Cooker Sales Co.** *A Century of Progress in Cooking. 1834/1934. The National Cooker.* Chicago, 1934. Four-panel folding illustrated flyer. Featured in the Agricultural Building. 15.00

**427.** [1934 Chicago] **National Retail Furniture Association.** *The Budget-Planned Home in the Tempo of 1934 as exemplified at the 1934 Century of Progress in the Lumber Industries All Wood House.* [N.p., 1934.] 8pp + decorative wrappers. Text half-tones. ¶ The "All Maple Bedroom"! Prices for items shown noted, as well as participating manufacturers. 25.00

428. [1934 Chicago] **Popular Homecraft. *Souvenir of the Home Workshop.*** Chicago, 1934. Four-panel folding color illustrated flyer from hobby magazine's exhibit. 15.00

429. [1934 Chicago] **Pullman Co. *Pullman's Diamond Jubilee, 1859-1934, Seventy-five years of Achievement.*** Chicago, 1934. 12mo. 12pp + color pictorial wrappers. Profusely illustrated with scenes from Pullman cars; many fac-toids too. 25.00

430. [1934 Chicago] **Seventh-Day Adventist Church. *Souvenir of the World-Wide Work of Seventh-Day Adventists.*** (Washington DC., 1934.) Four-panel folding illustrated brochure, illustrated on both sides, image of the Hall of Religion building on front. 20.00



431. [1934 Chicago] **Shakeproof Lock Washer Co. *I Have Seen A Century of Progress 1934.*** Thin 8vo. [24]pp + silver embossed pictorial wrappers. Prof. illustrated and designed with vignettes. ¶ Unused memorandum book for visitor to record visitors to all aspects of the Fair, plus little facts printed throughout—and center ad for the firm, celebrating “A Century of Progress in Lock Washers.” 45.00

432. [1935 Brussels] **Les Créations Publicitaires. *Bruxelles 1935.*** Three-panel (6pp) folding brochure in French with facts about the Exposition. 25.00

433. [1935 Brussels] **Les Créations Publicitaires. *Exposition Universale Internationale, Bruselas, 1935.*** [Brussels: Goosens, 1934?] Square 8vo. 32pp + color pictorial wrappers. Prof. illustrated. ¶ Pre-opening promotional booklet, full of architectural renderings of proposed pavilions, plus a description of the Expo's purpose, of some features (e.g., Old Brussels), tourism, etc. Spanish-language version. OCLC locates one copy, in Spain. 45.00

434. [1935 Brussels] **Commissariat General du Gouvernement. *Tourisme 1935: Découvrez Bruxelles et la Belgique.*** [Anvers: Stockmans, 1934?] [32]pp including pictorial wrappers. Profusely illustrated. ¶ Promotional booklet published as a tie-in with the Exposition, with Expo buildings featured on the covers. 25.00

435. [1935 Brussels] **Côte d'Or. *Chocolate tin, gold-plated and felt-lined box,*** 6.5 x 3.25 x 1.75 inches, with a view of the Exposition grounds printed in green, red and gold on the top

cover. Souvenir box from Belgian's largest chocolate manufacturer. A sweet souvenir! 50.00

436. [1935 Brussels] **Exposition de Bruxelles 1935. *10 Photo Souvenirs. Série 1.*** Complete set of 10 small (7 x 9 cm) photographs + printed list slip, laid in loose in small mailer envelope (with die-cut window). 30.00

437. [1935 Brussels] **L'Illustration. *Exposition de Bruxelles.*** Paris: May 25, 1935. [79]pp + tipped in large portrait of Leopold + 44pp illustrated ads. ¶ Regular issue in series but completely devoted to this Exposition, filled with color plates (many full-page) as well as text illustrations. With chapters on the Expo and the Belgian section, the centenary anniversary of the Belgian railroad, Old Brussels, French participation, the presence of Belgian Congo, foreign participation, and the Promenade (aka, this Expo's midway). 65.00

438. [1935 Brussels] **PIM Services. *Wereldtentoonstelling Van Brussel Exposition. Universelle et Internationale de***



***Bruxelles 1935. Périodique d'Information.*** August 1935. [Brussels: PIM Services, 1935.] Folio. [12]pp including pictorial wrappers. ¶ Profusely illustrated magazine completely devoted to the Exposition, with almost 100 captioned half-tones (sepia), published in English, German, French, and Dutch. Covers pavilions, attractions, art, activities, facilities, etc. 65.00

439. [1935 San Diego] **California Pacific International Exposition, San Diego 1936. *On the Cool Pacific.*** [San Diego: Frye & Smith, 1936?] Colorful three-panel folding brochure, opens to 11.5 x 17.5 inch center filled with color illustrations—all fanciful renderings of scenes anticipated at Balboa Park... “Glorious by Day, Glamorous by Night.” 35.00

440. [1935 San Diego] **Pollay, F. Gilbert. *(We're Taking In) The San Diego Fair.*** Phoenix: 20<sup>th</sup> Century Music Publishers, 1935. Small format sheet music. 4pp, with color pictorial cover of stylized view of the California-Pacific Expo grounds; inset photo of Irving Siegel (“Radio Artist”) and his accordion. 45.00

441. [1935 San Diego] **Shell Oil Co. *California Pacific International Exposition, May 23 to November 11, 1935.*** Large color litho pictorial map of the Expo grounds at Balboa Park—drawn by Don Bloodgood—with a pictorial region map on verso. A few small holes and tears at folds. 25.00

442. [1936 Dallas] **Davidson, Nelson M. *Pencil Trails. Texas Centennial Exposition in Dallas and Texas.*** Dallas, 1936. 4to. 32pp + pictorial wrappers. Collection of pencil/ charcoal sketches of scenes around the Exposition, drawn by Davidson. 35.00

**443.** [1936 Dallas] **Woman's Auxiliary of the Bradford Memorial Hospital. Visit the Incubator Baby Exhibit.** [Dallas, 1936]. Three-panel [6pp] folding brochure, illustrated. Light vertical crease. ¶ I have always been baffled by the exhibition of premature babies at world's fairs! Here, local architects and builders created a stand-alone medical facility just for this purpose. Not located in OCLC.45.00



**444.** [1936 San Diego] **Fine Arts Society. Illustrated Catalogue, Official Art Exhibition. The Palace of Fine Arts.** [San Diego: Watson Jones, 1936.] 57pp + wrappers. Includes 20 full-page illustrations. The Official Exhibit at the Palace in Balboa Park. 60.00

**445.** [1937 Paris] [View Book] **Photographs en Couleurs. Exposition Internationale Des Arts et Des Techniques Appliquées a la View Moderne, Paris, 1937. Album Officiel.** [Paris: "La Photolith," 1937.] Oblong 4to. 24 color captioned plates, printed on rectos only. Color wrappers; staples replaced. ¶ First issue (Série A) of 24 plates, a striking collection of color images, focusing on the architecture (external) of the main buildings and grounds, taken by the Gorsky Frères. **WITH:** 1987 facsimile reprint of 32 plates (later issue), in fine condition. **PAIR:** 125.00

**446.** [1937 Paris] **Aero-Photo. Exposition Internationale Paris 1937. Paris—Vue en Avion** [cover title]. Paris: S.P.A., 1937. Oblong 4to. Title letterpress + 10ff with full-page photo on every side, briefly captioned. ¶ Despite the title (and the airplane on the wrapper), only four views were taken from the air; the others are views of the various Pavilions, taken from street level. Good aerial view showing the layout of the Exposition along the L'Île des Cygnes. This Exposition was built along the banks of the Seine... and I, coincidentally, bought this pamphlet from a *bouquiniste* set up along the Left Bank. OCLC locates one holding (Canadian Centre for Architecture). 65.00

**447.** [1937 Paris] **Bernard, Francis et al. À la publicité de faire pour une fois sa Publicité.** [Paris, 1937.] (2), 24, (2)pp + decorative wrappers with metallic spiral binding. ¶ Catalogue publicizing the Exposition's advertising subject areas (classes). In fact, an entire building was devoted to Publicité in all of its formats: design, photography, illustrating, printing. In a self-referential way, this brochure shows how by this date Advertising was considered a bona fide industry, much like mining or agriculture. As expected, nicely designed; with some diagrams and floor plans. Not located in OCLC. 125.00

**448.** [1937 Paris] **Byrrh. Une Partie Des Chais de Byrrh a Thuir (Pyrénées-Orientales).** [Paris: Les Ateliers A.B.C., 1937.] Oblong 12mo. Accordion-fold sheet of six unused and

attached (by perforation) postcards (captioned on verso) of scenes of the manufacturing facility (part of which was designed by Gustave Eiffel) of this aperitivo (made of red wine, mistletoe, and quinine), with two-panel folding title, with promotional text, and also view of the Byrrh Pavillion. 35.00

**449.** [1937 Paris] **Carre, Richard H. Album Tabarin 1937. Paris Exposition Internationale 1937. Pierre Sandrini et Pierre Dubout présentent leur nouvelle revue: Plaisirs de France, de Pierre Sandrini.** [Paris, 1937.] [44]pp + silver embossed pictorial wrappers, upper corner of cover slightly creased. ¶ Program for extravagant nightclub revue for the elaborate "Pleasures of Paris" show, profusely illustrated with photographs of scantily clad—or bare—women—as well as many illustrated advertisements for a variety of products (i.e., mostly food and alcohol). Not located in OCLC. 75.00

**450.** [1937 Paris] **Carte de Voyage à l'usage des visiteurs résidant en France, Exposition Internationale Paris 1937.** 12mo. 4pp folding, printed in red and blue, stamped. List of the Expo's marvels printed on rear. 25.00

**451.** [1937 Paris] **Comité Régional du Pavillon de la Normandie a L'Exposition 1937. Pavillon de la Normandie, Paris 1937.** Rouen, 1937. Three-panel (6pp) folding illustrated (line drawing) brochure, hand-colored by former owner. One fold reinforced. Scarce souvenir of this regional exhibit. 20.00



**452.** [1937 Paris] **Compagnie Industrielle de Mécanique Horlogère. JAZ... La Nouvelle Collection Jaz Conçue Dans l'Espirite de l'Exposition 1937 (Arts et Techniques dans La View Moderne).** Paris: (Alliance Graphique), 1937. 4to. 20pp + die-cut wrappers. Stapled rusted. ¶ Profusely illustrated catalogue of desk clocks, created, as the title states, after the spirit of the 1937 Exposition.

Some modern, art-deco designs. One illustration clipped out. With seven additional brochures and flyers, including two pieces on the creations for 1938, a detailed price/parts list, and a brochure on the firm's "intensive" ad campaign. 85.00

**453.** [1937 Paris] **Companhia de Moçambique. Pavillon du Portugal Le Pont Sur Le Zambèze. Territoire de Monica et Sofala. Edition pour l'Exposition de Paris, 1937.** [Lisbon: Soc. Nac. De Tipografia, 1937.] Oblong 8vo. 15pp + pictorial wrappers. ¶ Prof. illustrated brochure on the building of a long (3,677 meters) bridge across the Zambèze River. Good piece on Portugal's efforts in one of its African colonies. OCLC locates one copy (Geneva). 100.00

**454.** [1937 Paris] **Companie des Lampes.** *Quelques Illuminations du Tour de France de la Lumière.* (Paris: Les Ateliers A.B.C. Paris, 1937.) 4to. [72]pp + color pictorial wrappers with embossed type. With 117 captioned photographs. ¶ Record of the Companie des Lampes' nocturnal illumination of famous buildings throughout France and North Africa, as part of the firm's contribution to the Exposition. Includes 98 nocturnal scenes of chateau, palaces, municipal buildings, and churches, each with dramatic lighting (created by Mazda lamps). Also includes 19 photographs of the convoy of Mazda trucks and of company electricians setting up complicated lighting systems. With a stunning blind-stamped gilt-printed map showing the "Itinéraire des Circuits." OCLC notes three holdings: one in France and two in the US [Stanford, George Eastman House]. 250.00



**455.** [1937 Paris] **Didot-Bottin.** *Arts et Techniques/Paris 1937. Consultez Le Bottin.* Paris, 1937. 4to. [18]pp including pictorial wrappers (illustration by D'Ornellas) + two different 4pp *Plan Directeur de L'Exposition Internationale de Paris 1937*, each featuring same useful center-spread map of the Expo grounds. ¶ Handsome promotional brochure from the long-established publisher

of a series of business directories who had a pavilion on the Quai d'Orsay (facing the Italian Pavilion). The front and rear pages on both of the two separate laid-in Plans have illustrated ads (much like a theatre program), each Plan with a different set of sponsors; the map inside is identical. Not located in OCLC. 85.00

**456.** [1937 Paris] **Éditions Salabert.** *Bouquet Salabert. Les 16 Chansons en Vogue Que Vous Entendez à L'Exposition.* Paris, 1937. Folio. 36pp + color pictorial wrappers, some wear on spine. ¶ Sixteen songs that one could possibly hear being hummed around the Exposition grounds—a variety of French tunes (many by Vincent Scotto) and some British and American songs (e.g., Ellington's "Mood Indigo"). At head of title: *Un Souvenir Musical de Paris 1937*. OCLC notes French and Dutch holdings only (2). 65.00

**457.** [1937 Paris] **Exposition General Committee.** *Paris 1937. Official Magazine. No. 3. July, 1936.* Paris, 1936. 4to. 24pp + color wraps. Prof. illustrated. ¶ Third issue of this monthly magazine on news about the Expo—here still 11 months from opening—with material on construction, planning, etc. 35.00

**458.** [1937 Paris] **Exposition Internationale de Paris 1937.** *Notre Revue. No. 1. July 1935.* Paris: Editions Edna Nicoll, 1935. Small 4to. 48pp + pictorial wrappers. Wear on covers, lower corner creased. Illustrated throughout. ¶ First issue of this magazine that promised to cover the Exposition, and does so here in a few articles—but also throws in articles on food, books, sports, cinema, and theatre. Not located in OCLC. 45.00

**459.** [1937 Paris] **Exposition Internationale des Arts et Des Techniques, Paris 1937. Plan Officiel.** Tall 8vo (when folded). Ten-panel double-foldout brochure, opens to large color pictorial map of the Exposition grounds (21 x 34 in.). Panel verso of Plan had sections of text with information for visitors (in French and German) as well as numerous ads. 60.00

**460.** [1937 Paris] **Exposition Internationale des Arts et des Techniques dans la Vie Moderne. Tome II. Catalogue Officiel.** (Paris: Stenger, 1937.) 495pp. With many illustrated ads throughout. Also with a double-page General Plan + 24 detailed plans showing location of buildings, etc. Pictorial boards, with cover illustration by A.B. Marty. Front hinge repaired. ¶ Stand-alone volume with descriptions of each of the numerous pavilions, a list of items exhibited within the different Classes, and frequently line drawings of the building. The companion volume, Volume I, was a "List des Exposants." 50.00

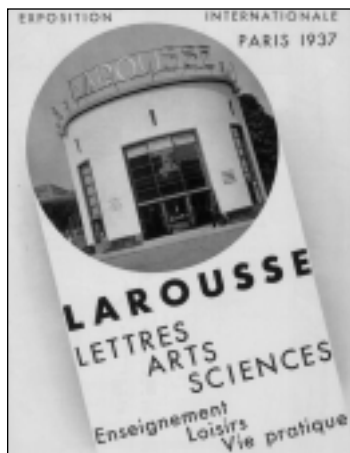
**461.** [1937 Paris] **French Government.** *Exposition Internationale des Arts et Des Techniques. Paris, 1937.* [Paris: Création Makowsky, 1937.] 4to. Folded brochure, opens to 42 x 58 cm pictorial map of the Exposition grounds (and the two annex areas) with keys. Promotion text on pp.2-4. Color illustrated cover by Lily Leubeauf. 75.00

**462.** [1937 Paris] **Grand Marnier Liquor.** [Paris, 1937.] Folded brochure opens to large sheet with various recipes and cocktails using Grand Marnier; double-panel map of the Expo grounds, with key (and location of Pavillon du Grand Marnier noted). 35.00

**463.** [1937 Paris] **Hoffmann, Henri.** *1937 Exposition Internationale, Paris. Pavillon Allemand/ German House/ Desutches Haus.* Munich et al, 1937. Complete set of 12 photographic postcards, with captions on verso, laid in original printed folder with die-cut window. ¶ A dozen different views of the House (with furnishings), including two views of the home featuring a huge mosaic window that glorified the Nazis and the Party, and of Germany's heroic/modernistic Pavilion. Souvenirs of the Party! Not located in OCLC. 75.00

**464.** [1937 Paris] **L'Office Technique pour L'Utilisation de l'Acier.** *ACIER. Exposition 1937.* Paris: OTUA, 1938. 4to. 130pp + color designed wrappers. ¶ Complete issue of a trade magazine from an organization dedicated to documenting and promoting the use of steel. This issue is a veritable photo-essay on all of the uses and appearances of steel at the Exposition: in the obvious places such as bridges, architecture, doors, ramps, roofs, to radiators, seats, benches, flag poles, stands in specific booths and pavilions, grills, kitchen utensils, toys, surgical instruments... with a three-page "Liste des Architectes et Décorateurs des Oeuvres Reproduites dans ce Livre" and a two-page preface by Paul Valéry. *Acier* was published three times a year—this is Issue No. 1 for 1938. 200.00

**465.** [1937 Paris] **La Coiffure Parisienne Illustrée. June 1937.** Paris, 1937. Folio. [40]pp + color pictorial wrappers. Prof. illustrated. ¶ Hairstyles for the Exposition. Aside from the cover tie-in, there are only two pages directly on the Expo. Issued as a supplemental number to Issue 520. 45.00



466. [1937 Paris] **Larousse. *Lettres Arts Sciences. Enseignement, Loisirs, Vie pratique.*** Paris: Librairie Larousse, [1937]. 4to. 4pp folded brochure. ¶ Souvenir from the publisher's pavilion—with a large half-tone of the front on p.1. The double-page center is a detailed map of the exposition grounds, with inset illustrations and decorations around the edges. 45.00

467. [1937 Paris] ***Le Guide Officiel. Exposition Internationale Paris 1937, Arts et Techniques Dans La Vie Moderne.*** Paris, 1937. 212pp [20pp tinted illustrations + 46pp of advertisements] + 15ff of illustrations (including color illustrations from watercolors) of various country pavilions) + one folding plan. Appears to lack a folding map [?]. Pictorial wraps, slightly torn. ¶ Excellent illustrated guidebook, in French, issued before the opening of the Exposition Internationale Arts et Techniques. Four small admission tickets laid in. 75.00

468. [1937 Paris] ***Le Mutualité Française.*** [Paris, 1937.] 4to. 96pp + stiff pictorial wrappers. Prof. illus. ¶ Collection of 28 essays (plus prefatory matter) explaining in great detail the French mutual-support social services network... employment assistance, medical aid to the elderly, aid to military personnel. A veritable directory of social-service organizations in the country. An uncommonly large and detailed document specifically prepared for distributed at an exhibition. Not located in OCLC. 125.00

469. [1937 Paris] ***Les Annales, Politiques et Littéraires. A L'Exposition.*** No. 2581. June 23, 1937 pp.659-678 + (8)pp including pictorial wrappers. Illustrated. ¶ Issue of a long-running weekly magazine, here with various articles such as one on the "Pavilions of the Dictators Germany, Italy, USSR"—also with a long short story by Edgar Wallace. 35.00

470. [1937 Paris] ***Les Grands Magasins du Louvre. Plan de L'Exposition Internationale 1937.*** [Paris, 1937.] Three-panel (6pp) folding brochure with inside pocket holding two unused color postcards; keyed map on one side, illustrated promotional copy on verso. ¶ Attractive promotional item for "The Stores of the Louvre" and its special Pavilion built on the shore of the Seine, where visitors could stop at the Salon de Thé, Café, Restaurant. 45.00

471. [1937 Paris] ***Perrot, N. L'Exposition Paris 1937. Arts & Techniques en Images.*** [Isère, 1937.] Complete set of 60 illustrated cards (3 1/16 x 2 1/2 in.), each captioned on pictorial side and brief descriptive text on verso—also with brief promotion text from Perrot, manufacturer of L'Antesite, a alcohol-free anise flavored concentrate, making "boisson idéal." Production began in 1898, and continues today. On the cards showing spe-

cific buildings or monuments, the architect is also noted (e.g., Albert Speer for the German Pavilion). Cards inside their original double-fold box. Not located in OCLC. 125.00

472. [1937 Paris] ***Plaisir de France, La Revue de la Qualité. Exposition Paris, 1937. Numéro Spécial [No. 35].*** Paris, August 1937. Folio. [82] + [56]pp + pictorial wrappers, a little scuffed and spotted. ¶ Prof. illustrated special issue of this fashion magazine, devoted here entirely to the Exposition, with articles on a tour of the Expo by a woman, an epicure, a youth, a city-planner, and a psychologist. In French, but with a four-page insert of article excerpts in English. 85.00

473. [1937 Paris] ***Portugal. Le Portugal a L'Exposition Internationale de Paris 1937.*** [Lisbon, 1937]. Square 4to. [44]pp, including 12pp of photographic views of the interior of the Portuguese Pavilion + [42]pp advertising section with numerous full-page color-printed ads and decorations throughout. With a full-page silk-screen print showing the location of the Pavilion. Original wrappers. Stapled, and then end-glued to wrapper—two staples rusted with some minor bleed-through at edge, otherwise a very good copy. ¶ Attractively designed brochure, specially the all-important advertising section (with numerous port ads). OCLC notes copes at Harvard & Canadian Centre for Arch. 85.00

474. [1937 Paris] ***Saroul, G. L'Empire Colonial Française à l'Île des Cygnes. Ses Pavillons, Son Histoire, Sa Géographie.*** Paris, June 1937. Large 8vo. 144pp + [11]pp ads + 4pp index + two folding plates + color pictorial wrappers (by Josélia). Illustrated. Noted as Première Edition. ¶ Fine catalogue on the Colonial exhibition at an Expo that was primarily devoted to arts and design. The Colonial area was set on the L'Île des Cynges in the Seine, down from the Arts portion. This Island included pavilions from all of the French Colonies—here with chapters describing the specific exhibit as well as chapters on each colony. One plate shows a Plan Général, with key and with further information on verso and the other is a plate with an illustrated profile showing the view and arrangements of the Pavillons Coloniaux (as seen from the shore) plus a Plan Général, with a map showing aerial communication routes with the French colonies, both 9.5 x 17.75 in. OCLC notes one US holding (SUNY Binghamton). 200.00



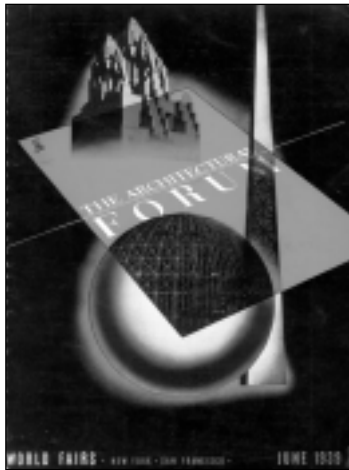
475. [1937 Paris] ***Twining. Paris 1937. Cette Plaquette de poche, qui contient toute la documentation essentielle sur l'Exposition 1937 a été réalisée par Thé Twining à l'intention de ses clients et amis.*** [Paris: Editions, 1937.] [16]pp + stiff pictorial wrappers with die-cut window. ¶ Attractive little guide from a tea company with designs throughout, listing the wonders of the fairs, fetes, the grand attractions, etc. 50.00

476. [1939 New York] **Russian Exhibition.** Original matte-finish black-and-white photograph of the U.S.S.R. Pavilion, taken at night, with the Russian Star held aloft of the 79-foot stainless steel statue atop the central pylon of the Soviet Exhibition entrance—the “loftiest pavilion height at the Fair” [the Trylon was higher]. 7 x 9 inches, no photographer notes, previously removed from an album. **WITH: the 12-page brochure on the USSR Pavilion**, with the cover featuring a stylized depiction of this statue. 60.00

477. [1939 New York] **American Express. Special World's Fair Tour by Guide Chair only \$1.00...** Double-sided illustrated flyer, with map of route through Fair grounds on verso. 10.00

478. [1939 New York] **American Puppet Opera Co. Puppet World.** Vol. 1, No. 1. *Containing the Official Program of Puppet Operas Presented in the Gas Exhibits Building.* NY, 1939. 16pp including pictorial wraps. Illus. With two pages on the “Gas Industries’ Spectacular ‘Court of Flame’ Exhibit”; also pics of puppeteers at work. Apparently the only number issued. OCLC locates four holdings (Bowling Green, Georgia, Lib. Michigan, McGill). 30.00

479. [1939 New York] **Anthracite Industries Inc. A Man's Home is His Castle.** (NY, 1936.) 32pp including wraps. Prof. illustrated. ¶ Paean on hard coal and all of its benefits (and nothing about pollution). Reissued here for distribution at the Commonwealth of Pennsylvania Exhibit. 25.00



480. [1939 New York] **Architectural Forum. Worlds Fairs. New York, San Francisco. June 1939** [cover]. NY: Time Inc., Vol. 70, Number 6. pp.303-500 + 130pp illustrated ads. Pictorial wraps with metal spiral binding. ¶ Outstanding—in fact, possibly the best—work on the architecture at the two Fairs, with more text here on New York, covering all types of structures and exhibits, such as electrical, industrial, transportation, communication, and consumers’ exhibits as well as buildings for entertainment, the Town of Tomorrow, and foreign nations pavilions. Just as interesting is the large advertising section [not found in all copies], especially from companies that provided products or services to numerous Fair buildings and exhibitors—and hence, the ads make direct references to the Fair. The interior and exterior views of the many buildings, pavilions, and exhibits in this work provide outstanding visual documentation not found in the common view books or souvenir folders. 150.00

481. [1939 New York] **Art Digest. New York World's Fair Art Number. June 1, 1939.** NY, 1939. 4to. 66pp + pictorial wrappers. Prof. illus. ¶ Articles on art at the Fair as well as pieces on specific exhibitions there and at NYC museums. 35.00



482. [1939 New York] **Belgium. Diamond & Mining in Belgian Congo.** [Printed in Belgium, 1939?] 20pp + color pictorial wrappers. Prof. illustrated with half-tones and text drawings. ¶ Detailed brochure on the topic at hand. Cover title: *Diamond at the New York World's Fair.* OCLC notes three US holdings (Hagley, Northwestern, MI). 45.00

483. [1939 New York] **Borden Foods. 108 World's Fair Recipes from Borden's.** *Prepared and Tested in the Borden Kitchen.* [No place, 1939?] 33pp + [2] including color pictorial wrappers. Illustrated throughout. ¶ Recipe book from Borden's large exhibit, which featured the Dairy World of Tomorrow. Cartoon cover with Elsie and her calf. 30.00

484. [1939 New York] **Cab Calloway and His Orchestra. Trylon Swing.** Brunswick Record Corp., Okeh Records, 1939. ¶ Original 10-inch 78rpm record from the swingin' Calloway Band (no vocals here, kids), with Cozy Cole on drums. On the B side of the classic “The Jumpin’ Jive.” Are you hep? Do you like your eggs on the Jersey side? Fine copy in original plain sleeve. 25.00

485. [1939 New York] **Cleveland Museum of Art. Masterpieces of Art from the New York and San Francisco World's Fairs.** Cleveland, 1940. 60pp, including a section of 28 reproductions. Wraps, a little rubbed and scuffed. Descriptions of the 68 pieces in this exhibition—mostly European art—with some plates. 25.00

486. [1939 New York] **Con. Edison System Companies. Manual of Information—New York World's Fair 1939.** *Compiled for employees of...* Np., [1939]. 4to. 13 + 2pp, in folder with typed title. Mimeographed. ¶ Collection of facts about the Fair, including brief descriptions of major buildings, exhibits, and amusements. With Appendix (2pp), “Special Information As To Electrical Supply, Load Date, Etc.” 50.00

487. [1939 New York] **Copper & Brass Industry Exhibit, Hall of Industry & Metals, The World's Fair of 1939 in New York.** [NY, 1940.] Oblong 12mo. 16pp + color pictorial wraps. ¶ Uses line drawings to accompany text describing mining and production processes and the uses of copper, “the oldest metal of commerce.” Exhibit in the Metals Building. 35.00

488. [1939 New York] **Creative Publishing Co. My Diary of the New York World's Fair.** [NY, 1939.] Large 8vo. [16]pp + pictorial cover. ¶ Unused diary meant to be filled-in by eager visitor, noting *My first day in NYC*, *My first visit to the Fair*, *My impressions*, *What I saw*, etc. Published before the Opening, so with some illustrations of models. 30.00



- 489.** [1939 New York] **Eastern Railroad Presidents Conference.** *Railroads at the New York World's Fair 1939.* Colorful three-panel thin 8vo that opens to large presentation; also with fairground map. 20.00
- 490.** [1939 New York] **Eastman Kodak.** *Your Kodak at the New York World's Fair. What to take and how to take it.* 12mo. Four-panel folding illustrated flyer. 15.00
- 491.** [1939 New York] **Electric Utilities Exhibit Corp.** *Personal Tour of the New York World's Fair, Prepared for [Helen Hassler] with the compliments of Your Electric Company.* Five-panel double-fold brochure, opens to 21 x 18 inch map of the Fair Grounds with small red checks at numerous spots—corresponding to the subjects that Ms. Hassler had previously indicated on a postcard (which she had returned to her electric company). Ms. Hassler was interested in an array of exhibits relating to art and industry (including the Electrified Farm!), but no desire (apparently) whatsoever to see any of the state or international exhibits. Interesting promotional idea. 30.00
- 492.** [1939 New York] **Equitable Life Assurance Society.** *Meet me at the Equitable's Garden of Security, New York World's Fair.* NY, 1939. Folding brochure, opens to center spread; with two-page map. The Garden was located at the "approach to the Empire State Building." 15.00
- 493.** [1939 New York] **Exposition Souvenir Corp.** *The New York World's Fair 1939.* NY: Grinnell Lithographic Co., 1939. Square 4to. [48]pp + color embossed pictorial wrappers. ¶ Profusely illustrated view book composed entirely of color lithographic depictions of locales, buildings, pavilions, events, etc. at the Fair, with some captions and text, from work by Max Marek Feldman. A gorgeous work, capturing in color and design the stream-lined art deco feel of the Fair. Fantastic work. 200.00
- 494.** [1939 New York] **Exposition Souvenir Corp.** *Views of the New York World's Fair.* [Corona, NY, 1939.] Oblong 4to. [32]pp + color pictorial wrappers, with felt Trylon and Perisphere affixed to both covers (in corner); a few small pin holes in cover. With original pictorial envelope, unused. ¶ Full-page color plates, all from illustrations of buildings, with brief descriptions, and architect of each names. Many of these images—with their air-brushed pastel look of the stream-lined buildings—were also used on postcards. 35.00
- 495.** [1939 New York] **Firemen's Association of NY.** *6th Annual Convention Firemen's Association State of New York, Flushing, NY, NY, Home of World's Fair, 1939.* 4to. 4pp folded, illustrated. Horizontal center crease. ¶ Promotional brochure, with graphic use of the Fair symbols and a fireman on the cover. Much of this Convention, which included a National Tournament and a Parade, all held on the Fair Grounds. 45.00
- 496.** [1939 New York] **Flanagan, Roy C.** *The Story of Lucky Strike.* Richmond: American Tobacco Co., 1939. 94pp + Stamped boards—the NY World's Fair edition [as all are]. ¶ Account of tobacco and the tobacco business, with a focus on the making of Lucky Strike cigarettes; distributed as a souvenir of the Lucky Strike Pavilion at the Fair, which did include a model assembly line. This is the most common book in the world. 15.00
- 497.** [1939 New York] **Ford Exposition.** *The New World Ensemble.* No place, 1939? 4pp folding brochure, illus. ¶ Description of the Ensemble—two men and two women—playing the new Hammond Organs, under the leadership of Ferde Grofé, with information on the Organs. The Ensemble played on a special outdoor stage connected to the Ford Bldg. 25.00
- 498.** [1939 New York] **French Government.** *French Participation in the New York World's Fair.* 40pp + wrappers. Prof. illus. ¶ Descriptive guide to the French Pavilion and the Franco-Overseas Pavilion. "Published by the French Government and Sold for the Benefit of the French-American Organization authorized by the American Department of State to Engage in War Relief." 25.00
- 499.** [1939 New York] **French Government.** [Paris? 1939?] 16pp including pictorial wraps. Profusely illustrated travel pamphlet distributed at the Fair. 15.00
- 500.** [1939 New York] **Gemloid Corp.** *Pilgrimage to Tomorrow.* [NY: 1938.] 100pp, including 38pp of illustrations and a section with one's Diary + section of "What my camera and I saw at the Fair", with 10ff of black paper for mounting said photos. Spiral bound with interesting graphic depiction of the Trylon and Perisphere, mounted on Gemloid! 75.00
- 501.** [1939 New York] **General Motors.** *The General Motors Exhibit Building. 1939. New York World's Fair. Highways and Horizons.* Four-panel double-fold brochure, opens to large (17.5 x 17.5) illustrated poster, "Highlights of the General Motors Exhibit Building," showing various car models as well s the various exhibits, and discussing its "Highways and Horizons" theme, and the "immense" Futurama, the world of 1960 as wrought by the expansion of the automobile. 25.00
- 502.** [1939 New York] **Group of 15 original snapshot photographs,** each tipped into mounts on a folio leaf (double-sided) from a photo album. Views from the visitor's side... Ford Building, Aviation, Transportation, Trylon, etc. 50.00
- 503.** [1939 New York] *The Horticultural Exhibition, Gardens on Parade at the New York World's Fair 1939. Souvenir Book.* Small 4to. 100pp + color pictorial wrappers. Prof. Illustrated, many full-page, as well as advertisements (a few in color). Small damp mark (not visible) on the cover. ¶ This exhibition was in fact called "Gardens on Parade." 45.00
- 504.** [1939 New York] *Illustrated London News. April 29, 1939.* No. 2714, Vol. 104. NY: International News Co., 1939. Folio. Pp.695-764. Prof. illustrated. ¶ Good coverage of the Fair at its opening, with 19 heavily-illustrated pages, including a bird's-eye view map with key. 45.00



**505.** [1939 New York] **Kraft-Phenix Cheese Corp.** *The American Way of Progress.* (Chicago, 1939.) 12mo. 16pp + wraps, in pictorial envelope ("A Souvenir of the..."). ¶ "There is much talk these days about Big Business, Small Business, Capital, Labor, Initiative, Management — about Employment for more people." Buy more Kraft products (as shown herein). Laid in are also three different colorful recipe brochures from the Kraft kitchen, on preparation of treats using Miracle Whip Salad Dressing, Cream

Cheese, and "Bright ideas with versatile Velveta." 45.00

**506.** [1939 New York] **Lehigh Valley Railroad.** *Introducing the John Wilkes.* [No place, 1939.] Four-panel [8pp] folding thin 8vo brochure, illustrated, with dramatic two-panel cover of stream-lined train. ¶ Brochure introducing the *John Wilkes*, the Railroad's "strikingly modern and original bullet-nose locomotive," with numerous trips to Pennsylvania State for connection to the Long Island Railroad trains and Flushing Meadows. With the original mailing envelope. 25.00

**507.** [1939 New York] **Lehigh Valley Railroad.** *New York World's Fair 1939. Travel by Train. The Route of the Black Diamond.* [Chicago: Poole Bros., 1937-8?] Square 8vo. [20]pp, folded to thin 8vo. Printed throughout in blue and orange (the Fair colors). ¶ Profusely illustrated Pre-opening promotional brochure, for both the Fair and for the Lehigh's excursion trains. Illustrations of pavilions and halls are all renderings. "Black Diamond" is a euphemism for anthracite coal. 45.00

**508.** [1939 New York] **Librairie Larousse.** *Larousse and Paris. The very best of French Knowledge.* New-York World's Fair 1939. (Paris, 1939.) 24pp + color pictorial wraps. Illus. ¶ Catalogue from this famous publisher on its line of dictionaries and reference works, prepared expressly for distribution at the Fair. 35.00

**509.** [1939 New York] **Long Island Lighting Co.** *Meet me at the "Court of Flame" New York World's Fair 1939.* Folded piece that opens to large 16.75 x 22 inch poster on the Gas Industries exhibit, with a General Plan in the center; verso features a large map of NYC and scenes around the Fair. Repairs made on a few folds. Very colorful. 35.00

**510.** [1939 New York] **Loyalty Group Insurance.** *New York World's Fair 1939.* Newark: Firemen's Insurance Co., 1939. 4to. 56pp + pictorial wrappers. Profusely illus. ¶ A twenty-page history of New York City is followed by 36-page account of "The World of Tomorrow," touching on the theme, the architecture and

sculpture, foreign participation (with photos of each pavilion), state exhibits, then exhibits on Transportation, Communication, Production and Distribution, Community Interests ["The Drug Store of To-Morrow!"], Food, and Amusement. OCLC locates copies at UCLA and the Smithsonian. 50.00

**511.** [1939 New York] **Monaghan, Frank.** *New York World's Fair 1939. "The Fairs of the Past and the Fair of Tomorrow."* Chicago: Encyclopedia Britannica, 1939. 4to. 48pp + pictorial wrappers. ¶ Yale professor of history presents a history lesson in two parts, first covering "Fairs of the Past" and the second on the NY Fair. Prepared before the Opening, hence renderings of buildings and sites only. A publication of the "Brittanica Junior." 60.00

**512.** [1939 New York] **New York World's Fair 1939 Inc.** *Music Festival, Hall of Music, World's Fair Grounds, April 30 to Oct. 31, 1939.* Large 8vo. 14pp, self-wraps. Vertical crease in center, slightly soiled. Program for the "American Concert" held on May 7, with work by Barber, Walter Damrosch ("An Abraham Lincoln Song," based on Walt Whitman's "O Captain! My Captain"), and Beethoven's Symphony No. 9. 25.00

**513.** [1939 New York] **New York World's Fair 1939 Inc.** *World's Fair Bulletin. January 1937.* (Vol. I, No. 4.) Folio. 16pp + pictorial wraps. Prof. illus. ¶ Articles on planning and contests for "typical exhibit building design." At this point, the Trylon and Perisphere were not a reality—and Fair logo was at this point a stylized image of the head of the Statue of Liberty. 35.00

**514.** [1939 New York] **New York World's Fair 1939 Inc.** *World's Fair Bulletin: Participation Issue. April 1937.* (Vol. I, No. 5.) Folio. 14pp + pictorial wraps. Prof. illus. ¶ Front cover uses stylized image of Trylon and Perisphere—inside front cover had another rendering. Articles on planning, Women in the Fair, NY State at other Fairs, fund-raising banquets, a rhapsody about Open Day. 35.00

**515.** [1939 New York] **New York World's Fair 1939 Inc.** *World's Fair Bulletin. April 1938.* (Vol. II, No. 1.) Folio. 16pp + pictorial wraps. Prof. illus. Includes a large center fold-out of a color rendering by Architect John Wenrich, of a bird's-eye view of the Fair grounds, and a double-page photo of a model



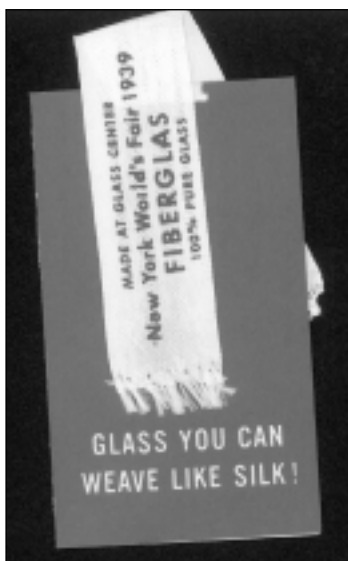
of the Amusement Area. Other renderings of projected buildings inside, progress reports, etc., a year before the Opening. 45.00

**516.** [1939 New York] **Office National du Tourisme de Belgique.** *Belgian Congo.* Brussels, 1939. [8]pp, self-wrappers, a little wrinkled. Prof. illustrated. ¶ Brochure distributed by the Belgian Congo Department at the Belgian Pavilion. Germany invaded

Belgium the next year (1940); the Belgian Congo gained independence in 1960. 25.00

**517.** [1939 New York] **Official felt pennant**, with the Tylon and Perisphere printed in white and orange on blue felt, with wooden dowel through the top and with golden cord, ready for hanging in home or office. 5.5 x 8 inches, not including cord. 45.00

**518.** [1939 New York] **Owens Corning Fiberglas Corp. Glass You Can Weave Like Silk!** Toledo, 1939. 12mo. Folded printed card, text on p.2; laid across the top is an original white bookmark made of Fiberglas (1.25 x 8 in.), with printing (in blue) "Made at Glass Center/ New York World's Fair 1939/ FIBERGLAS/ 100% Pure Glass." Nifty souvenir. 25.00



**519.** [1939 New York] **Portugal. The New State in Theory and in Practice.** *New York World's Fair 1939.* Lisbon: Editorial Imperio, 1939. [71]pp + wraps. ¶ Treatise prepared expressly for the Fair to explain Portugal's guiding economic principle, then under the leadership of its right-wing dictator, Antonio de Oliveira Salazar: "auto-economy," i.e., a self-directed economic system." Salazar receives kudos throughout! 25.00

**520.** [1939 New York] **Pullman Co. Welcome to the New York World's Fair and the Pullman Exhibit.** Chicago, 1939. Oblong 8vo. [16]pp + color pictorial wrappers. ¶ Good introduction to the various Pullman cars, The Car of Tomorrow: the Roomette Car, the Duplex Car, the Standard Pullman—profusely illustrated with many half-tones of travelers in situ. 45.00

**521.** [1939 New York] **Sarg, Tony. The New York 1939 "Official" World's Fair Pictorial Map. Created by...** NY: Pace Press, [1939]. Square 4to. [14]pp including self-wrappers. Wrinkled down the center, but very bright copy. ¶ Fantastic series of maps of the Fair grounds, with keys throughout and marginal illustrations and captioned cartoons... including one double-page map (11.25 x 22 in) of NYC region, opening to a four-panel map (11.25 x 44 in) and then four more double-panel maps: Exhibit Area, International Zone, Transportation Zone, and Amusement Zone. Definitely the best map of the Fair, and perhaps any Fair! 150.00

**522.** [1939 New York] **Seldes, Gilbert. Your World of Tomorrow.** [NY: Rogers-Kellogg-Stillson, 1939.] 4to. [20]pp + color pictorial wrappers. Prof. illustrated. ¶ A trip though the "World of Tomorrow", the fair's main exhibit (located inside the Perisphere), with Seldes' text supported by many photos of the



model sets. The rear wrapper of this booklet is mounted to a scrapbook page—there are actually two leaves, and mounted there are three hand-written pages described the owner's visit to the Fair... starting at the General Motors exhibit and motoring through... The Distilled Spirits exhibit... and concluding with a visit to the favorite, the French Building. Two used Fair tickets are also affixed on the page. 60.00

**523.** [1939 New York] **Simkin, Colin. Fairs, Past & Present.** [New York: Travelers Insurance Co., 1939.] Folio. 32pp including color pictorial wrappers, small piece of cover scrapped. ¶ Profusely illustrated historical essay by Simkin, discussing the major Fairs, beginning with London 1851, and leading up to the two 1939 fairs (with full-page Grounds maps herein). Good selection of images. Interesting promotional piece, with ad copy on the publisher kept to a minimum. 45.00

**524.** [1939 New York] **The National Song Parade. Hits of Today, Tomorrow and Yesterday.** *N.Y.—World's Fair Edition—S.F.* No place, [1939?] 4to. 32pp including wraps, featuring Bing Crosby. Lyrics only, no music, nor pictures. 20.00

**525.** [1939 New York] **Turkish Pavilion at the New York World's Fair.** Three-panel (6pp) folding illustrated brochure, describing the Pavilion's Star and Crescent Restaurant, Turkish Cigarettes, the Turkish Delight Candy Shop, and the Mineral Exhibit. Some spotting on cover. 15.00

**526.** [1939 New York] **USSR. In the silence of night.** Soviet Union, 1939. Original 10-inch 78rpm record from the USSR pavilion at the Fair—with illustrated center label, "The New York Fair 1939." On the flip side, "Not the wind's breathing." Both songs written by Rimsky-Korsakov, and sung here by I. Koslovsky, "Honored Artist of the RSFSR." In original plain sleeve. 25.00

**527.** [1939 New York] **H.J. Heinz. 57 Heinz. Heinz Exhibit.** [Pittsburgh, 1939.] Four-panel double-fold color illustrated brochure, opens to 14 x 20 inch color poster on the company's "Spectacular Exhibit," much larger and fancier than its San Francisco counterpart, and featuring in one display, the Heinz Aristocrat, a tomato-headed gent in evening clothes, top hat and tails. 45.00

**528.** [1940 New York] **Atlas Press Co. Modern Shop Equipment as displayed at the Hall of Inventions, New York World's Fair, 1940.** [8]pp including self-wrappers; prof. illustrated. 15.00

529. [1940 New York] **Bates Manufacturing Co.** *1890—50 years of Bates Quality—1940. Office helps by Bates Used Exclusively in Their Modern Office by the N.Y. World's Fair 1940.* Orange, NJ, 1940. Three-panel folding brochure, illustrated. 15.00
530. [1940 New York] **Copper & Brass Industry Exhibit, Hall of Industry & Metals, The World's Fair of 1940 in New York.** [NY, 1940.] Oblong 12mo. 16pp + color pictorial wraps. ¶ Completely re-designed pamphlet (from 1939 issue) on this industry-wide exhibit, but using the same text; illustrated with photos and models (not text drawings). Now in the Hall of Industry and Metals. 35.00
531. [1940 New York] **Ford Motor Co.** *The Ford Exposition, New York World's Fair—1940.* No place or date. 4to. 8pp, self-wrappers. Profusely illustrated throughout in color. Center double-spread pictorial map by Carl Rose: "The New Yorker's Map of the 1940 World's Fair, Together with an Index of its Chief Attractions, revised for issue of June 15, 1940." In this case, Rose's spectacular map was originally created for *The New Yorker* magazine. 45.00
532. [1940 New York] **General Cigar Co.** *White Owl Cigar Exhibit Building...* July 2, 1940. One-page typed form letter from White Owl VP informing a gent in San Francisco that his wife had arranged for a box of Club House cigars to be sent to him. On the firm's illustrated World's Fair stationary. 15.00
533. [1940 New York] **General Motors.** *FUTURAMA* (GM, 1940.) Oblong 8vo. (24)pp including pictorial wrappers. Prof. illus. ¶ Descriptive and illustrated record of the Fair's most popular exhibit, designed by Norman Bel Geddes. The exhibit accommodated 600 visitors at a time, each sitting in a special cushioned seat equipped with its own speaker. The visitor was taken on an imaginary transcontinental "flight" over a fantastically depicted America of 1960. (The text of the tour accompanies the illustrations here.) The exhibit was fitting to the Fair's theme, "World of Tomorrow." WITH an original **Futurama souvenir lapel button stating "I Have Seen the Future."** Corn and Horrigan end their history of popular futurism, *Yesterday's Tomorrow's: Past Visions of the American Future* (1984) with a photo of this button and its slogan, noting "The phase perhaps coincidentally, recalled the famous remark made by American journalist Lincoln Steffens upon his return from the fledgling Soviet state of Russia in 1919: 'I have seen the future, and it works.' For Steffens, the course of the future lay in the direction of radical political change. It was thus ironic that the phase should have so soon become the confident memento of a visit to Futurama, that dreamscape of capitalism." An average of 28,000 people a day experienced this wondrous and weird City of Tomorrow. 75.00
534. [1940 New York] **New Jersey World's Fair Commission.** *New Jersey Salutes the World of Tomorrow.* [Trenton? 1940.] [8]pp + pictorial wrappers; covers open to 10 x 15.5 inch map with key. 35.00
535. [1940 New York] **Purebreeds on Parade.** *New York World's Fair 1940.* Thin 8vo, five-panel (10pp) folding pamphlet, illus. ¶ Text on five different breeds of cattle on view at Borden's "Dairy World of Tomorrow" exhibit. It is not known if the bovine actually paraded around. 20.00
536. [1940 New York] **Railroads in Action. Largest Model Railroad in the World at the New York World's Fair 1940.** Large oblong 8vo. 8pp with center opening to double 13 x 20 inch center with a reproduction of the 160-foot scenic diorama and a plan of the model railroad line. Profusely illustrated throughout. Cooperative exhibit in the Transportation Section sponsored by a number of the Eastern Railroads. 45.00
537. [1940 New York] **The General Electric Building. New York World's Fair 1940.** (1940.) 4-panel folding brochure, opens to poster. ¶ The Building included Man-Made Lightning, "House of Magic," a Rockwell Kent Mural, and GE Products for the Home—dramatized in the marionette play, "Mrs Cinderella." Motto: "It's Easy to Stay Young Electrically." 20.00
538. [1939 San Francisco] **Aetna Life Insurance Co.** *The Aetna Laboratory for Living, Hall of Science...* [SF, 1939?] 12mo. Three-panel (6pp) folded printed card, pictorial cover. ¶ "Life is full of uncertainties." Exhibit helps one determine insurance needed. "Aetna attendants will gladly explain any demonstration which may not be clear to you." 20.00
539. [1939 San Francisco] **American Druggist.** *World's Fair Issue. July 1939.* Vol. XCX, No. 1. NY: Hearst Magazines, 1939. 4to. 96pp + color printed wrappers. ¶ Theme issue, with articles on both of the 1939 Fairs—e.g., "San Francisco Romanticizes Drug Exhibits" or "Pharmacy at the Fair." Profusely illustrated with captioned views from both Fairs as well as many many trade advertisements (aimed at the general public, for the most part). 45.00



540. [1939 San Francisco] **Associated General Contractors, Inc.** *Building the Golden West. Twentieth National Convention, San Francisco, March 4-11, 1939.* [San Francisco?]: Stark-Rath Printing & Publishing Co., 1939. Folio. [64]pp + [8]pp insert + color pictorial wrappers. Profusely illus. ¶ Souvenir of this trade convention that was principally held in the Palace Hotel. Many illustrated articles as well as ideas. Typically odd mixture of complaints from Big Business about government intervention and taxes coupled with articles crowing about public-fund infrastructure works (e.g., Colorado River, highways) and wanting more such largesse from the Feds! The 8pp "Supplement" features an article on

"Highways of Tomorrow" and another on the Central Valley Project. OCLC locates one holding (Phoenix Public). 125.00

**541.** [1939 San Francisco] **Bellaseyus, Virginia.** *Mother Goose on Parade. Especially written for The Children's Village of the Golden Gate International Exposition...* Cleveland: Sam Fox, 1939. 6pp, standard sheet music format, with a color pictorial cover of Mother Goose and friends; GGIE logo in corner of cover. ¶ This tune was actually "dedicated to the Golden Gate Amusement Company, sponsors of the Children's Village." OCLC locates three holdings (Pittsburgh, Stanford, Utah). 65.00

**542.** [1939 San Francisco] **Bottorff, H.C.** *Closing Report, San Francisco Bay Exposition, Sponsor for the Golden Gate International Exposition.* San Francisco, [1941?] Folio. 132pp mimeographed, recto only. Original wrappers with cloth-tape spine (at top). Signed by Bottorff on the last leaf. ¶ The official closing report, covering both years of this Exposition, from the organization created to handle its financing and operation. Much on the business side, covering attendance, cost and expenses, receipts, etc. OCLC notes eight holdings (six in CA). 100.00

**543.** [1939 San Francisco] **California Holstein-Friesian Association.** *The State Holstein Friesian Breeders Welcome You.* No place, 1939. Four-panel folding brochure, opens to state map—essentially a directory of the Holstein Farms of California. The Association held open houses at Dairyland! 15.00

**544.** [1939 San Francisco] **California Mission Trails Association.** *California's Mission Trails.* (LA? G.A. Eddy, 1938.) Circular (4.5 in. diameter) nine-panel "wheel" travel guide. ¶ Very interesting pictorial road map/guide to Missions along U.S. Routes 1 and 101. Pictorial cover leaf + eight maps leaves (with descriptive text on verso). Bound (metal ring) at bottom so this guide "fans out." Nice motoring/California tourist item. 25.00

**545.** [1939 San Francisco] **California State Automobile Assoc.** *Motor Land, A Travel Magazine for Western Motorists.* February 1939. San Mateo, 1930. 4to. 20pp + pictorial wrappers. Feature of this members-only monthly: "A world of Color—The Exposition"... illustrated in black-and-white! 30.00

**546.** [1939 San Francisco] **Clark, Joseph H. comp.** *California at the Golden Gate International Exposition, Located on Treasure Island, San Francisco Bay. Being the Official Report of the California Commission covering its participation in the International Celebration held in 1939-1940 to commemorate the completion of the two great bridges spanning San Francisco Bay.*

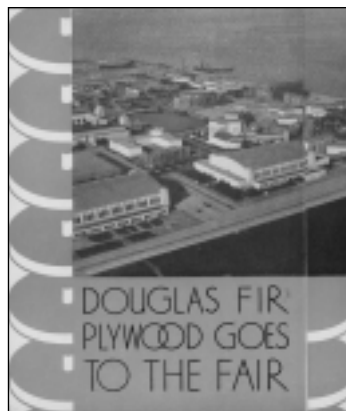


California Commission, 1941. 4to. 130pp + pictorial wrappers, cloth-backed. ¶ The final *Official Report*, compiled by the Commission's Senior Architectural Designer—hence with floor-plans of all of the various buildings (e.g., Mission Trails Building) and exhibitions (e.g., California Writers' Exhibit) and profusely illustrated, including a section on the devastating fire at the California Building (Aug. 24, 1940), and the numerous special events. 175.00

**547.** [1939 San Francisco] **Dear Helen...** Four-page hand-written letter from Charles to Helen, a student at San Jose State College, Sept, 27, 1939. On Expo stationery, and with color illustrated Expo envelope. ¶ As an army man, Charles was in a company that performed nightly a "retreat formation" at the end of the Cavalcade of the Golden West—"The stage is really a bit small to accomodate [sic] an entire company and band." 30.00

**548.** [1939 San Francisco] **Division of Fine Arts. Pacific Cultures.** San Francisco, 1939. Square 4to. 156pp, including many plates. Pictorial wrappers. ¶ Largest group in this exhibit was devoted to Japan, with many objects loaned by Japanese collectors and institutions. Anthropologist Alfred Kroeber contributed the essay on South America. 25.00

**549.** [1939 San Francisco] **Douglas Fir Plywood Assoc.** *Douglas Fir Plywood Goes to the Fair... and Sets the Pace.*



Tacoma, 1939. Three-panel folding brochure, opens to large illustrated center (13 x 11.5 in). ¶ Prof. illustrated with views of various Fair buildings—most with streamline look—made with plywood. Attractive graphic design. Not located in OCLC. 35.00

**550.** [1939 San Francisco] **Eastman Kodak.** *The Kodak at the Fair. What to*

*take and how to take it.* [No place, 1939]. 12mo. Four-panel folding flyer, with numerous small half-tones of sight to shoot, using Kodak film. 15.00

**551.** [1939 San Francisco] **Exposition Co.** *World's Fair Premiere. Souvenir ticket.* SF, 1939. Folded unused ticket (#65138) for the two-day Premiere, Feb 18<sup>th</sup> and 19<sup>th</sup>. Printed in blue and yellow on white. 20.00

**552.** [1939 San Francisco] **Exposition Exhibit Offices.** *Electricity and Communication.* [SF, 1939.] Thin 8vo. Four-panel [8pp] folding illustrated brochure, on exhibits relating to electricity to be found at the Expo. 15.00

553. [1939 San Francisco] **Folies Bergere. Art Program. In the Continental Manner...** Clifford C. Fischer presents *Follies Bergere At the California Auditorium, Treasure Island. Souvenir*. (SF: Pisani Printing, 1939.) 4to. 24pp including illus. wraps. ¶ Illustrated program of cheesy cheese-cake production, thinly veiled pornographic vaudeville. Front cover features artful photo of top-less dancer, Corrine... pretty racy, but then it's French! Corrine was featured as The Dancer (partnered with Tito Valdex) in a number called "The Exotic Taste." Her "likeness" was used again on the cover of the International Printing Craftsmen banquet program [see #561]! 45.00

554. [1939 San Francisco] **Ford Motor Co. Ford News. Golden Gate International Exposition and Western Travel Issue**. January 1939. Dearborn, 1939. 4to. Pp.27-46 + color pictorial wrappers, small gouge on cover. Prof. illustrated. Includes an article on "Ford on Treasure Island," plus other related pieces on the GGIE, San Francisco, and western-related topics. 45.00

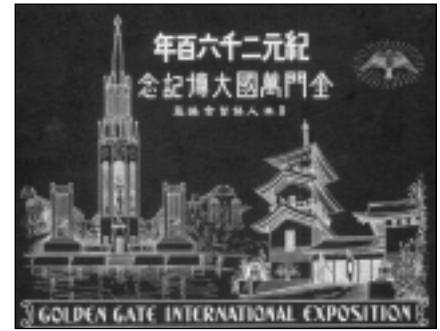
555. [1939 San Francisco] **General Electric. Color: New Synthesis in the West. Reprinted by General Electric from Architectural Record**. 4to. 16pp including wrappers. With 10 full-color full-page illustrations plus numerous text diagrams and half-tones. ¶ Fine record of GE's outstanding night-time illumination of Treasure Island, with pieces contributed by architects, including Timothy L. Plfueger, architect of the Court of Pacifica. Good diagrams show placements of lights throughout. 45.00

556. [1939 San Francisco] **Golden Gate International Exposition Hankies**. No place or date. Padded silk holder, 12 x 8.25 inches, folded; pink on one side, with text and color illustration of the Court of Hemispheres; verso in light blue with filigree band that apparently held said Hankies—which, sadly, are lacking. No tears, please! Padded holder, still functional. 35.00

557. [1939 San Francisco] **Group of 30 miscellaneous photos and snapshots, 1938-1940**, taken at the Fair, mostly by amateurs, although one professional photo of outside of the Westinghouse exhibit and another, aerial view of the Fair grounds (6x8 in.). Daytime, nighttime, employees, visitors, the Elephant Train, etc. 60.00

558. [1939 San Francisco] **International Association of Printing House Craftsmen. 21<sup>st</sup> Annual Convention. Annual Banquet and Entertainment. Palm Court, Palace Hotel, San Francisco Wednesday, August 7, 1940**. 4to. 6ff + color illustrated wrappers with silk binding cord. ¶ Complete menu, wine and drink list (with prices) and program for this trade banquet, emceed by Guy Kibbee ("Beloved Star of M.G.M. Studios") presenting "The Craftsmen's Club 'Follies of 1940'". Presumably, by the looks, it was a stag event. Fancy publication, with a cover illustration of a completely nude woman—being an exact representation of Corrine as she appeared on the front cover of the Exposition's "Follies Bergere"! [see #553]. Both publications were printed by Pisani Printing of SF. Corrine is not listed as a participant in this Convention's Entertainment, but she could have been among the "Parade of California Peaches"! Laid in is a 4pp pamphlet, *Luncheon given to the Ladies of the Twenty-First Annual Convention*. Not located in OCLC. 85.00

559. [1939 San Francisco] **Japanese Pavilion, Golden Gate International Exposition 1940**. Oblong 4to. [44]pp + pictorial wrappers. ¶ Profusely illustrated bi-lingual souvenir of Japan's second-year appearance at the San



Francisco Exposition, issued mid-way through the 1940 season. Full of images of the Japanese Pavilion from 1939 and 1940—rare interior views as well as exterior ones—scenes of different events, portraits of dignitaries. The Japanese Commissioner called his country's appearance at the 1940 Exposition, "an omen of a future guarantee of lasting friendship between the United States and Japan." The Exposition's President, Marshall Dill, believed that the "pleasant, sympathetic and cooperative association" between the two countries "will be continued indefinitely." The piece just drips with irony. Very uncommon—my first copy. I have not been able to locate a copy of this apparently rare booklet. Even unknown to UCLA student Krystal Messer when writing her interesting paper, "Dainty Distractions: The Japan Pavilion at the Golden Gate International Exposition" (Spring 2014). 300.00

560. [1939 San Francisco] **Jewish Folk Chorus. Visit the Fair! Jewish Folk Chorus Day at the Fair. Sunday, October 15<sup>th</sup>. Gala Music Program...** [San Francisco, 1939.] Single-sided broadside, printed in blue, 12 x 6 inches. Two corners slightly clipped (no loss). "Come and bring some friends." 45.00

561. [1939 San Francisco] **Johore State Pavilion**. (Singapore: Waren Publicity Services, 1939). Large 8vo. 4pp folding brochure with inside flap. Illustrations seems to be silk-printed. Plan of Expo Grounds on p.4. Attractive souvenir from a small exhibit buried in the center of the Fair. 25.00

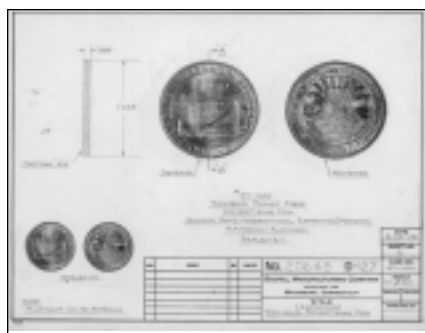
562. [1939 San Francisco] **Le Comité Officiel des Colonies Françaises de San Francisco. 1789-1939. Commemoration Solennelle du Cent Cinquantenaire Prise de La Bastille, 14 Juillet, Fête Nationale la France**. San Francisco, 1939. 4to. 24pp + color pictorial wrappers. ¶ Profusely illustrated *Souvenir Program* of this event, with photos of the numerous regional dancing troupes who participated; also lots of ads. France was present at the GGIE with its national pavilion as well as the Café Lafayette/Palais de l'Elegance, and the French Indo-China pavilion. OCLC locates a copy at Cal State-Fresno. 65.00

563. [1939 San Francisco] **Livestock Division. International Horse Show, June 30 to July 9, 1939**. [San Francisco, 1939.] 4to. 84pp + color pictorial wrappers. Illus. ¶ Complete program and record book for this week-long event on Treasure Island, with an index to the 336 horses competing (with exhibitor's name/address) in a range of classes and events. With some illustrated ads. OCLC locates three holdings (Oakland Public, UC Berkeley, Stanford). 50.00



**564.** [1939 San Francisco] **"Pictures of fair Buildings and fair Exhibits."** [San Francisco, 1939.] Oblong 4to scrapbook album, with thick wooden covers and leather hinges and string tie—with "Mexican" figure (painted wood) on cover and an added "wood-burned" wooden label: "Golden Gate/1939/International/Exposition/ San Francisco/ Calif." 20ff, with 35 original colored postcards (mounted) and 22 pamphlets, flyers and other printed matter + captions in ink album leaves. ¶ Scrapbook assembled by an eager Fair-goer, with 28 colored postcards of the GGIE, with manuscript captions + 19 printed items— US Marines brochure, two different souvenir telegraphs, menu from the Estonian café + 6pp pamphlet on Estonian liqueurs, flyer on the Japanese Travel Exhibit, Ruth Taylor's colorful "cartographic" map, cultured pearls, coffee; plus six postcards and 10 printed pieces from "places of interest in and about San Francisco", such as menu from the "De Luxe Coffee Shop", two silk-paper napkins from afternoon tea the Japanese Tea Garden in Golden Gate Park. 200.00

**565.** [1939 San Francisco] **Scottish Day Committee. Souvenir Program, Scottish Day.** [San Francisco, 1939.] pp.3-18 + pictorial wrapper, illustrated. Complete program, with some ads thrown in. The Day was August 26<sup>th</sup>. 45.00



**566.** [1939 San Francisco] **Scovill Manufacturing Co. Souvenir-Advertising Coin.** Waterbury, CT, 1938. Original design and manufacturing specifications prepared by Scoville for the manufacturing of a "Souvenir Pocket

Piece/ Advertising Coin" for the Aluminum Company of America. The spec sheet provides actual mounted-on photographic samples of the coin in two scales—1:1 and 2:1. This souvenir coin advertised aluminum used in Union Pacific's "famous trains," the Streamliner and the Challenger, as shown on verso of the coin. Recto has text and the official symbol of the GGIE. Attractive display piece. WITH one of the original aluminum coins! 200.00

**567.** [1939 San Francisco] **Stempel's Quality Doughnut Shoppe. Large paper dinner matte,** illustrated on one side, featuring a detailed map of Treasure Island, with a "Key to Numbers" and "Places to Eat" highlighted in red. Stempel's "Mrs Abbott's Cake" was served in most eating places. As ephemeral as it gets! 25.00

**568.** [1939 San Francisco] **Sunderland, Clyde H. Aerial photograph of early development of Treasure Island, showing the development of the land-fill.** Oakland, ca. 1937. 10.5 x 13.5 inches. Also visible in the photographs is a portion of Yerba Buena island and the (now former) Bay Bridge. Great image that shows how Treasure Island was created. 65.00

**569.** [1940 San Francisco] **Dow Chemical Co. Dow Diamond, Vol. 3, Golden Gate Supplement.** [Midland, MI,

1940.] 4to. 24pp + pictorial wrappers. ¶ Profusely illustrated company magazine, here with many references to its exhibit in the "Mammoth Hall of Science" as well as chapters on its various businesses and products. 45.00

**570.** [1940 San Francisco] **Fischer, Clifford C. Folies Bergere. California Auditorium, Treasure Island, 1940.** [San Francisco: Pisani Printing, 1940.] 4to. [16]pp + color pictorial wrappers "by the Nationally Known Artist, Irving Sinclair." ¶ The impresario of Exposition Cheese-cake here gets a jump on the calendar by presenting his scantily-clad vaudeville revue, "Folies Bergere of 1941." Filled with montages of acts and performers plus numerous ads, including full-page color ads on the covers (Acme Beer, Coca-Cola, Chesterfields). 45.00

**571.** [1940 San Francisco] **Golden Gate International Exposition. Gayway Concessionaires Testimonial Dinner to W.W. Monahan, Treasure Island, Wednesday, September 11, 1940.** 4to, 4pp folded. With 8x10 in. photography of the event, by Gabriel Moulin Studios ("Official Photographers") with caption in the print. ¶ Souvenir of a mostly male-attended event in honor of Monahan, former Chamber of Commerce official who took over management of the GGIE in its second year. Here, he is feted by concessionaires of the Expo's entertainment section. Unclear if representatives from Sally Rand's Nude Ranch were there! Held apparently in some large room on Treasure Island. Signed by Monahan on verso—copies of this souvenir can be seen on the original banquet tables. Not located in OCLC. 65.00

**572.** [1940 San Francisco] **Salici's Puppets, Official Souvenir Program.** San Francisco, 1940. 4to. [8]pp + color pictorial wrappers. Prof. illustrated. ¶ Elaborate marionette show created by the sixth-generation troupe, performing at the Hall of Western States. 30.00

**573.** [1940 Lisbon] **Exposição do Mundo Portugues.** Lisbon: Lusitarte, 1939? Eight original, used postcards, being photos of a large and detailed model of the Exposition—issued before its opening in June. This small exposition's purpose was primarily to legitimize and promote the "new state"—that is, the new right-wing dictatorship under Salazar. 50.00

**574.** [1949 Poznan] **Kleminski, Florian. Foire Internationale a Poznan, 23 Avril—10 Mai 1949.**

[Poznan, 1949.] 12mo. [16]pp including wrappers + laid in 2p- information slip. Illustrated throughout with line drawings' center spread map. ¶ Attractive promotional booklet for a trade fair held in Western Poland. Map shows position of Poznan relative to other major European cities... Berlin NOT named! Not located in OCLC. 45.00



575. [1954 Milan] **10 Decima Triennale di Milano. Exposition Internationale des arts décoratifs et industriels modernes et d l'architecture moderne.** [Milano: Arti Grafiche Crespi, 1954.] Six-panel (12pp) folding decorative brochure, in colors, featuring a three-panel keyes map of the exposition grounds plus two-panel floor plans of the main exhibit buildings. ¶ Multi-dimensional event, similar to a world's fair, but focused on commercial and decorative arts and design, and not industry and national politics (although with international representation, including Israel). Not located in OCLC. 35.00

576. [1958 Brussels] **Académie des Sciences de l'USSR. Les Premiers Spoutniks Soviétiques.** Moscow, 1958. 26pp + color pictorial wrappers. Essay in French on the Soviet's first satellite into space. 35.00

577. [1958 Brussels] **Plaisir de France. Numéro de l'Exposition. Bruxelles 58.** Paris, July 1958. Folio. Xxxiv-pp ads + 82pp + xxxv-lviii pp ads + color pictorial wrappers. ¶ Special issue (no. 237) of this monthly magazine, here devoted to the Exposition and full of illustrated articles (as well as fold-out plate, plus 58 pages of ads (some with Expo tie-ins). 65.00

578. [1958 Brussels] **Sputnik, The USSR Weekly Paper at the Brussels Universal and International Exhibition 1958.** Issue 3, 3-10 May 1958. Folio (60cm). 4pp, profusely illustrated, printed in red and black. With line drawings, photos, cartoons. ¶ The May Day issue of this weekly newspaper, full of news about doings at the USSR Pavilion as well as general USSR propaganda ("Is there jazz in the USSR?"). English-language version not located in OCLC. 65.00

579. [1958 Brussels] **Renault. Avec/niet/à l'op de/ Renault Expo 58.** Brussels, 1958. 64pp + color pictorial wrappers. Profusely illustrations. ¶ Stylish booklet prepared by the French automaker, issued in four languages (English, German, French, and Dutch), with information on Belgium, on routes around the country and in Brussels, information on the Exhibition, including French participation, programs, and of course, descriptive material on Renault. Center-spread grounds map. Not located in OCLC. 75.00

580. [1958 Brussels] **U.S.S.R. Section. Contact Scheme Synthesis Machine.** Three-panel folding color illustrated brochure on a particular type of computing device. Text in French, English, and German. 45.00

581. [1958 Brussels] **U.S.S.R. Section. Das ist die Sowjetdemokratie in Aktion** [center title]. No place, 1958. Four-panel folding color illustrated brochure, opens to 17x22 inch illustrated poster, replete with much text, showing Soviet democracy in action. German-language issue. 35.00

582. [1958 Brussels] **U.S.S.R. Section. L'Enseignement Agricole Supérieur en U.R.S.S.** Moscow, 1958. 4to. 16pp including pictorial wraps; rusted staples replaced. ¶ Brochure on "Higher



Agricultural Training" in the USSR, covering its various institutes and teaching programs, with many badly touched-up photographs. Text in French. 45.00

583. [1958 Brussels] **U.S.S.R. Section. Maïs.** Four-panel folding illustrated brochure on growing corn in Russia, with text in French and Russian. Attractive color title panels with gilt printing. 35.00

584. [1958 Brussels] **U.S.S.R. Section. Our Country... From Wooden Plough to Sputnik.** [Moscow, 1958?] Four-panel folding color-illustrated brochure that opens to large pictorial map, showing location of dams, steel plants, coal pits, etc. ¶ Boastful Cold War presentation from country claiming "We have everything"... including stylish fashions for the women. Many students. Production out the wazoo. Wonders of the Second Five-Year Plan. "We all work or study because in our country we have a rule: 'He who does not work, neither shall he eat!' We think that is a fair and wise rule." [Example of Soviet Social Darwinism.] 45.00

585. [1958 Brussels] **U.S.S.R. Section. Pavilion of the U.S.S.R. A Guide.** [Moscow? 1958.] Large four-panel folding brochure, illustrated throughout with stylized color illustrations depicting the three different floor plans. ¶ An ideal representation of Soviet Cold War Graphics, a guide to the Exhibit with something for everyone... Collective farms! Soviet women! Sputnik rockets! 45.00

586. [1965 New York] **Milton Bradley Co. Official New York World's Fair [Jigsaw] 1964-1965.** Rectangular puzzle, on stiff board, 14 x 10 inches. ¶ Complete original jigsaw—noted as "Scene 2: 'New York World's Fair'"—show the center fountain complex surrounded by all of the futuristic buildings (likes similar to a Jetson's). Very good copy. 50.00



587. [1970 Osaka] **Italia. Expo '70 Osaka** [cover title]. No place of date [1970]. 4to. [32]pp including pictorial wrappers. Some spotting. Prof. illus. ¶ Souvenir brochure/magazine on the Italian exhibition at this international exposition, with articles on industry, film, sport, etc., many ads from Italian firms, and floor diagrams of the large Italian pavilion. Not located in OCLC. 45.00

