

Yale University Library
Beinecke Rare Book and Manuscript Library

Guide to the Golden Gate International Exposition Publicity Records

WA MSS S-2889



by Alison Clemens

2013

P. O. Box 208330
New Haven, CT 06520-8330
(203) 432-2977
beinecke.library@yale.edu
<http://beinecke.library.yale.edu/>

Table of Contents

| | |
|---|---|
| Collection Overview | 3 |
| Requesting Instructions | 3 |
| Administrative Information | 4 |
| Immediate Source of Acquisition | 4 |
| Conditions Governing Access | 4 |
| Conditions Governing Use | 4 |
| Preferred Citation | 4 |
| Processing Information | 4 |
| Golden Gate International Exposition | 4 |
| Scope and Contents | 4 |
| Arrangement | 5 |
| Collection Contents | 6 |
| Series I: Public Relations Documents, 1938-1940 | 6 |
| Series II: Publicity Material, 1940 | 8 |
| Selected Search Terms | 9 |

Collection Overview

REPOSITORY: Beinecke Rare Book and Manuscript Library
P. O. Box 208330
New Haven, CT 06520-8330
(203) 432-2977
beinecke.library@yale.edu
<http://beinecke.library.yale.edu/>

CALL NUMBER: WA MSS S-2889

CREATOR: Golden Gate International Exposition (1939-1940 San Francisco, Calif.)

TITLE: Golden Gate International Exposition Publicity Records

DATES: 1938-1940

PHYSICAL DESCRIPTION: 1 linear foot (1 box)

LANGUAGE: English

SUMMARY: The publicity records contain output of the public relations arm of the 1940 Golden Gate International Exposition. The records document the activities of the exposition and the promotional effort required of the exposition's public relations department. The public relations documents comprise the bulk of the records and are newspaper, magazine, and radio press releases, typescript mimeographed. The public relations documents concern the 1940 exposition, but one file of background information on the 1939 exposition is also present. The publicity materials include one folder of a series of forty-five feature stories, typescript mimeographed, by the California editor and writer Jack Cook, presenting a daily tour of the exposition's exhibits.

ONLINE FINDING AID: To cite or bookmark this finding aid, please use the following link: <https://hdl.handle.net/10079/fa/beinecke.goldengate>

Requesting Instructions

To request items from this collection for use in the Beinecke Library reading room, please use the request links in the HTML version of this finding aid, available at <https://hdl.handle.net/10079/fa/beinecke.goldengate>.

To order reproductions from this collection, please send an email with the call number, box number(s), and folder number(s) to beinecke.images@yale.edu.

Key to the container abbreviations used in the PDF finding aid:

b. box
f. folder

Administrative Information

Immediate Source of Acquisition

Purchased from Marc Selvaggio on the Arthur Corbitt Hoskins Memorial Fund, 2008

Conditions Governing Access

The materials are open for research.

Conditions Governing Use

The Golden Gate International Exposition Records are the physical property of the Beinecke Rare Book and Manuscript Library, Yale University. Literary rights, including copyright, belong to the authors or their legal heirs and assigns. For further information, consult the appropriate curator.

Preferred Citation

Golden Gate International Exposition Publicity Records. Yale Collection of Western Americana, Beinecke Rare Book and Manuscript Library.

Processing Information

Collections are processed to a variety of levels, depending on the work necessary to make them usable, their perceived research value, the availability of staff, competing priorities, and whether or not further accruals are expected. The library attempts to provide a basic level of preservation and access for all collections, and does more extensive processing of higher priority collections as time and resources permit.

This collection received a basic level of processing, including rehousing and minimal organization.

Information included in the Description of Papers note and Collection Contents section is drawn from information supplied with the collection and from an initial survey of the contents. Folder titles appearing in the contents list below are often based on those provided by the creator or previous custodian. Titles have not been verified against the contents of the folders in all cases. Otherwise, folder titles are supplied by staff during initial processing.

This finding aid may be updated periodically to account for new acquisitions to the collection and/or revisions in arrangement and description.

Golden Gate International Exposition

The Golden Gate International Exposition was held in California in 1940 on Treasure Island in the San Francisco Bay. The 1940 exposition, themed "Fun in the Forties," was the second iteration of the exposition, after 1939's "Pageant of the Pacific" exposition.

Scope and Contents

The publicity records contain output of the public relations arm of the 1940 Golden Gate International Exposition. The records document the activities of the exposition and the promotional effort required of the exposition's public relations department. The public relations documents comprise the bulk of the

records and are newspaper, magazine, and radio press releases, typescript mimeographed. The public relations documents concern the 1940 exposition, but one file of background information on the 1939 exposition is also present. The publicity materials include one folder of a series of forty-five feature stories, typescript mimeographed, by the California editor and writer Jack Cook, presenting a daily tour of the exposition's exhibits.

Arrangement

Organized into two series: I. Public Relations Documents, 1938-1940. II. Publicity Materials, 1940.

Collection Contents

Series I: Public Relations Documents, 1938-1940

| | | |
|-------------|--|---------------------------------|
| b. 1, f. 1 | Press releases issued before the opening of the Golden Gate International Exposition's 1939 season 30 press releases and stories | 1938 October-1939 April |
| b. 1, f. 2 | Press releases Press releases, including radio scripts and a "word picture" for the exhibition. | 1940 January 24- March 29 |
| b. 1, f. 3 | Pre-opening day press releases 71 press releases. | 1940 March 27- July 20 |
| b. 1, f. 4 | Pre-opening day press releases 69 pre-opening day press releases. | 1940 April 1-May 31 |
| b. 1, f. 5 | Press releases and articles 54 press releases and articles prepared by the publicity department's Magazine Division, including magazine articles, a calendar of events, and a list of approved concessions, including "Midget Auto Races," "Mental Act No. 2," and "Monkey Speedway." | 1940 April 1-May |
| b. 1, f. 6 | Press releases 35 releases by the California State Fair Commission on the state's participation in the Exposition and events, including "Redwood Empire at Treasure Island," "Expo Livestock Coliseum," and To Order - History Re-created." | 1940 February- September |
| b. 1, f. 7 | Press releases 85 press releases listing the "Program for Special Days," or the daily events of the exposition, with a piece on Opening Day. | 1940 May 25- September 20[?] |
| b. 1, f. 8 | Daily attendance records Attendance records, recorded by hour and by means of arrival (e.g. ferry, auto, bus, or others). | 1940 May 27- September 27 |
| b. 1, f. 9 | Press releases 61 releases on events held during this period of the exhibition, including a "Festival of Negro Music." | 1940 June 1-11 |
| b. 1, f. 10 | Press releases 67 releases for activities during this period, including on the Gayway, Real Estate Day, Twin Day, and feeding people at the Midget Colony. | 1940 June 11- June 27 |
| b. 1, f. 11 | Press releases 136 releases for the month of July on the topics and activities on Treasure Island. | 1940 July 1-31 |
| b. 1, f. 12 | Press releases 90 releases, articles, and scripts. | 1940 July 15-July 31 |
| b. 1, f. 13 | Press releases | 1940 August |

| | | |
|-------------|---|--------------------------------|
| b. 1, f. 14 | Press releases 50 releases on the "Daily Exposition Programs," including Gertrude Lawrence Day, National Association of the Deaf Day, Temple of Religion Day, and Coast Guard Day. | 1940 August 4- September 28 |
| b. 1, f. 15 | Press releases 76 releases. | 1940 September 1-29 |

Series II: Publicity Material, 1940

b. 1, f. 16

Jack Cook Stories

[1940]

45 feature stories by Jack Cook, California editor and writer, presenting a day-by-day tour of the individual exhibits on Treasure Island.

Selected Search Terms

The following terms have been used to index the description of this collection in the Library's online catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically therein.

Subjects

Exhibitions -- California -- San Francisco
Fairs -- California -- San Francisco

Geographic Names

San Francisco (Calif.) -- Description and travel

Genres / Formats

Promotional materials

Names

Cook, Jack, active 1940

Corporate Body

Golden Gate International Exposition
(1939-1940 San Francisco, Calif.)