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## California and the Golden Gate Exposition

**Stock#:** 98825  
**Map Maker:** Santa Fe Trailways  
**Date:** 1939 circa  
**Place:** n.p.  
**Color:** Color  
**Condition:** VG+  
**Size:** 16 x 9 inches  
**Price:** \$ 145.00



### Description:

Striking promotional map and brochure for the Golden Gate Exposition in California, published by the Santa Fe Trailways Bus Line.

The map portion of the brochure highlights the extensive Santa Fe Trailways Bus network, illustrating a travel route that spans across California, Nevada and on to Utah and Arizona. Notable California landmarks and cities are marked, including San Francisco, Los Angeles, and San Diego, along with natural attractions like Yosemite and Hollywood. The bus routes also connect to other significant locations beyond California, indicating a broad network for travelers.

The promotional text enthusiastically invites visitors to experience California, emphasizing the excitement of the Golden Gate Exposition. It portrays San Francisco as being in a "gala mood," enveloped by the "carnival spirit of the Exposition." The brochure promises an expansive Californian adventure, from the citrus groves of the South to the allure of Hollywood and the scenic beauty of coastal cities like San Diego.

The image touts the amenities of the Santa Fe Trailways buses, describing them as comfortable and well-equipped with features like air-conditioning, rubber-cushioned seats, and reading lights. This portrayal of luxury and convenience reflects the era's travel aspirations and the importance of accessibility for tourists with varying budgets.

Overall, this piece of ephemera serves not just as a guide to the exposition and the state's attractions but also as a nostalgic glimpse into California's past appeal as a travel destination and cultural hub.

### Detailed Condition: