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The Japan Pavilion

Welcomes World Visitors!

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to

Treasure Island

Japan presents her Pavilion to the world and its people visiting the Golden Gate International Exposition on Treasure Island. It is the most magnificent exhibit Japan has ever contributed to an exposition in a foreign land.



Amidst an exotic Japanese setting of terraced gardens, with plants and shrubbery and many varieties of trees that shade placid lagoons, Japan Pavilion, an original combination of the architecture of a Feudal Castle and a Samurai house of the 17th Century, stands in majestic splendor as one of the finest and most interesting sights of the Golden Gate International Exposition on Treasure Island.

Construction

In its construction, the Japan Pavilion is unique among the buildings on the Island. The lumber and other materials—from little pieces of bamboo to a massive rock weighing some six tons—were brought across the Pacific from Japan. Thirty-five of the foremost craftsmen, in addition to architects, consulting engineers, contracting executives and landscape artists from all parts of the Empire, were engaged to come to Treasure Island to construct the Japan Pavilion.

Site

Commanding an imposing site on the Island, the Pavilion and surrounding grounds cover 50,000 square feet, the largest area of any foreign exhibit. The Pavilion itself spreads in beautiful Japanese architectural design over an area of 18,000 square feet. The main tower rises to a height of 125 feet, setting the Pavilion apart from all other buildings on the Island.

Details

Built with all the care and detail of the Japanese artisans, the structure could stand for "centuries," according to architectural experts. Instead of nails, wooden spikes have been used for most of the work on the Pavilion in the same way as they are employed for wooden edifices in the Japanese Empire.

The interiors of the exhibition rooms avoid superfluous decoration, and are so constructed as to provide sufficient light to produce the best possible effect on the exhibits, thus adding to the enjoyment of the visitors.

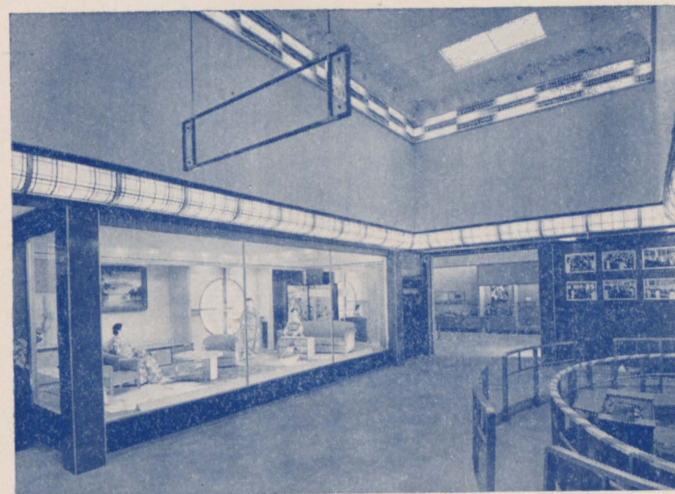
SILK ROOM

As one enters the Japan Pavilion, there is a little room to the left with a Tokonoma or alcove, and folding screens. This room is furnished in Western style with carpets and armchairs—a blending of the Oriental and the Occidental. A young lady of good family and her two daughters are in the room, representing a phase of home life in modern Japan.

Demonstration of Silk Making

On the right the visitor will notice a display of the art of silk making, and a re-reeling machine where a demonstration in reeling is given by two "silk girl" reelers.

Six photographs on spinning and eight on the tests of raw silk are exhibited on the wall.



Specimens of Silkworm Eggs

The actual specimens as well as models, showing silkworm eggs, and growth of silkworms, moths, cocoons, etc., are displayed to give a clear understanding of the process of producing raw silk. Silk-made articles showing new uses of silk are also shown in this room.

INDUSTRIAL ART ROOM

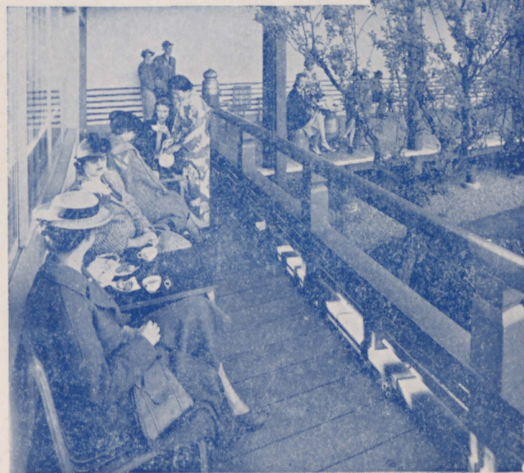
Next to the Silk Room is the Industrial Art Room. Upon entering this room, the visitor is first attracted by the silk carpets and the mosaic screen of porcelain alunite. There are 63 examples of representative arts and crafts of Japan.

The art of making dolls, parasols, baskets and fans will be shown to the public in this room at different times.



VERANDA

A beautiful garden can be seen on the right from the veranda connecting the Industrial Art Room and the Travel Hall. Eleven photographs, showing various Japanese customs, are displayed on the left wall.



TRAVEL HALL

At the end of the veranda is the Travel Hall.

Panorama Map

Here you will see a lovely fountain with a huge panorama map in the background.

The large map shows the travel routes from the United States to Japan, Chosen, Manchoukuo and China, each in elaborate relief in wood and beautifully painted. There are, of course, many more steamship and railroad lines in these areas than are shown in this map which indicates the main lines only. Available air lines between many of the cities are also shown on the map.



Statues of Three Girls

The three statues, which stand above the sparkling waters of the fountain in front of the panorama map, represent typical girls of Japan, Chosen, and Manchoukuo in their respective native costumes—the Japanese girl in traditional long-sleeved kimono, the Korean with the high sash and the Manchoukuoan with a fan in her hand.

Komainu

On each side of the fountain sits a "komainu," which literally translated, means "Korean dog." Images of this legendary animal are usually found on both sides of the entrance to Shinto Shrines in Japan. They are ornaments as well as charms to keep evil spirits away from the holy places.



Embroidery

On the walls opposite the panorama Map are hung four masterpieces of embroidery which represent scenes of Mt. Fuji and Miyajima of Japan proper, Mt. Kongo in Chosen and the mausoleum of a Manchu Emperor at Mukden, Manchoukuo. They are of uniform size, measuring nine feet square, and made entirely by hand, using nothing but pure silk.

Information Office

For the convenience of visitors, the Japan Pavilion will maintain an Information Office in the Travel Hall for the duration of the Exposition. Profusely illustrated travel literature is available at this office.



TEA ROOM

Delicious Japanese green tea and "green tea ice cream" are served with cookies at the tea room adjoining the Travel Hall. It is from the Tea Room, perhaps, that you enjoy the best view of the Japanese garden.





(Night View of Japan Pavilion)

TRANSPORTATION AND COMMUNICATION ROOM

Adjacent to the Travel Hall is a room devoted to the display of transportation and communication exhibits. Conscious of the fact that the Golden Gate International Exposition has as its theme "The De-



velopment of Transportation and Communication in the Modern World," special efforts have been made, in collaboration with various departments of the Japanese Government, to show in this room progress made by Japan in the field of transportation.

Cable-layer "Toyo Maru"

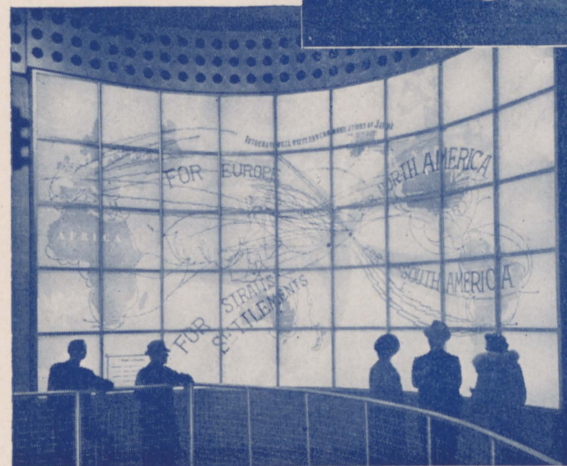
As you enter this room there is in front of you a model of the cable-layer "Toyo Maru." It is a fine example of a vessel for laying submarine cables.

Various Cable Exhibits

Plain wire cables for packing, long wave cables and various other cables are exhibited in front of the "Toyo Maru" to show Japanese progress in the technique of cable manufacturing.

Postage Stamps

Turning to the left you come to the Postage Stamp section. The original designs of the 19 postage stamps which have just been issued are enlarged and fashioned into transparencies, painted in the original colors.



Scrolled Stationery and Envelopes of the Yedo Period

On the wall, facing the postage stamp exhibit, black and red scrolled stationery, letters and envelopes are shown

which depict the style of correspondence during the Yedo period (1603-1868).

Map of International Communications

The network of communication lines and steamship routes radiating from Japan to all parts of the world is shown here illuminated on

plate glass. The electrical devices are designed so as to operate alternately, first showing the steamship routes with lines of colored electric lights and then the international wireless telegraph and telephone services with two lines of electric lights of different colors. There is also shown the range of Japan's radio broadcasting which extends to North America, South America, Straits Settlement and Europe. This is indicated by means of the third colored light.

Telephoto Apparatus

Demonstrations will be given during the fair to show actual transmitting of photographs over the span of 8,000 kilometers between Tokyo and San Francisco along the globular circle.

HALL OF FESTIVITIES

Leaving the main building by the Veranda, you approach the "Hall of Festivities," which exemplifies a temple of old Japan. Here the 2,599 year-old culture of Japan comes to life.

Cultural exhibits such as Japanese paintings, sculpture, bronze works and flower arrangements will be displayed in this room from time to time during the Exposition.

"Hinamatsuri," or the Dolls' Festival, "Tango-no-Sekku," or the Boys' Festival, and many other festivals that are so much a part of Japanese life, will be vividly portrayed here at the same time the celebrations are being enjoyed in Japan.

OUTDOOR MOVIE

An Outdoor Motion Picture Screen is situated at one corner of the garden after crossing the bridge from the Pavilion.

Moving pictures which will show national customs and the cultural development of Nippon may be seen here in daylight.

Although daylight movies have been experimented with by other countries, it is noteworthy that the Japanese are outstanding in this field.

GARDEN



The garden is laid out with an inlet of the lagoon as its center. From the main pavilion, you may walk by the zigzag bridge to the annex on the island, enjoying the varied views of the garden from different angles. At the farther end of the island, an arched bridge spans the neck of the inlet to guide you to the open space ahead. This garden is in the "Kaiyu style," or "circular

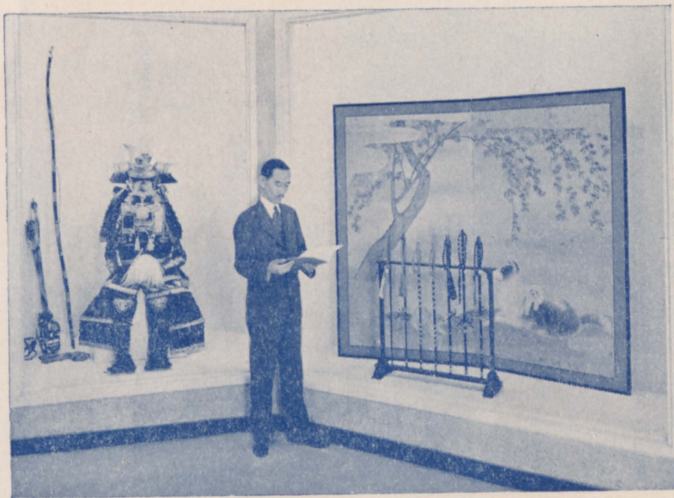


style," which was brought to perfection during the Yedo Period. The patterns of stones and the arrangement of pikes at the water's edge are characteristic of the art of Jap-

anese garden planning. They represent the seacoast with rugged rocks, sandy beach, etc. The trees and shrubs are arranged in accordance with the rules of Japanese landscape gardening, and the final touch is added by the graceful stone lanterns of the Yedo Period.

CULTURAL EXHIBITS AND TREASURES

Apart from the Japan Pavilion, many of the Japanese cultural exhibits and treasures are shown in the Fine Arts Building. There are art objects and treasures of Japan illustrative of her long cultural history of 2,599 years. Paintings, sculpture, ceramics, lacquer-ware and textiles tell their eloquent story, not only of Japan proper, but also of Chosen and Formosa as well. By special dispensation of the Japanese Government, these rare art pieces, which are some of her important national treasures, crossed the Pacific for the first time.



Japan has come to Treasure Island—not in search of treasures as was the case in Robert Louis Stevenson's fascinating story—but in order to bring from across the sea, beauty which will enhance the loveliness and the significance of the Golden Gate International Exposition.

Seeing is believing, or as the Japanese put it, "One seeing is better

than a hundred hearings." While a hearty welcome always awaits you at the Japan Pavilion, it will be well to consult your Exposition calendar in order to witness the many special events which we have planned at regular intervals for the duration of the Fair.

The Japan Pavilion and its exhibits are yours to enjoy as long as the Exposition continues.



Once again, the Japanese people extend to you a most cordial invitation to meet them in delightful Japan—temporarily transplanted to Treasure Island.

Visitor's Memo:

