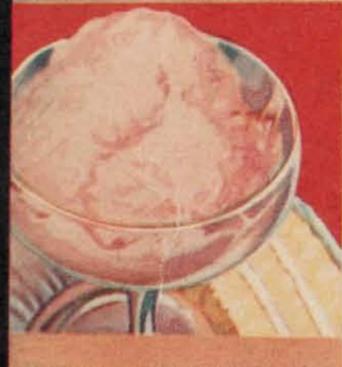


Be sure to come to the

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Booths 35 and 36—Palace of Foods and Beverages . . San Diego Exposition

MAKE ICE CREAM LIKE THIS AT HOME



See how easy it is to make CREAMIER ICE CREAM

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Get a FREE ice cream cone full of smooth, creamy Junket ice cream. No trouble at all to make. No cooking. No warming. No stirring while freezing. And perfectly delicious ice cream is the result, every single time.

So much easier to digest than all other ice creams, too, because Junket ice cream contains the Junket enzyme. Approved by Good Housekeeping Institute. Doctors recommend it. Pure and wholesome for children . . . and how they love it!

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for making **Ice Cream**

A cone full of Junket ice cream given FREE to each person at exhibit



CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION

OFFICIAL GUIDE

SOUVENIR PROGRAM
AND PICTURE BOOK

TRANSPORTATION

Coming to the Exposition

Because of the convenient location of Balboa Park it is quickly accessible via Street Car or Bus. This service directly serves both the East and West Gates, the two main entrances. By using this service you avoid parking and driving worries and also the parking expense.

By Street Car

5c Street cars directly serve the East Gate, thus eliminating driving and parking worries. It is a 10-minute ride from downtown and the fare is but 5c from all parts of the City. It is possible to board any street car at any point and at no additional cost, transfer to Exposition Routes 7 or 11. A 5-minute service is maintained.

By Bus

5c Catering to the downtown hotels is a special bus line using new coaches. These buses serve the West Gate exclusively, leaving the downtown district every 10 minutes. The fare is but 5c for a 7-minute ride direct to the grounds. This is the Route "X" line. Ride the bus from downtown and avoid the parking expense.

Within the Grounds

Inside the Exposition Grounds will be operated the Special Exposition Buses. The colorful buses have been specially constructed with your comfort the first consideration. There will be two types of service, first the:

Luxury Sightseeing Tour

35c This is the OFFICIAL TOUR of America's Exposition, so designated by the Exposition officials. Complete, comprehensive, it is the only way to gain a general knowledge of the entire grounds and the things of interest therein.

The OFFICIAL TOUR is available at either East or West Gates and passes all important buildings and exhibits. A well-informed lecturer explains all about each exhibit as the bus slowly passes.

Regular Bus

10c Visit the exhibits you have chosen as the most interesting. For ease and convenience use the Transportation or Regular bus. Stops are conveniently located. The fare of 10c is good for a continuous ride to any point in the grounds.



Scenic Route to Mexico

In driving across the international border to Tijuana and Agua Caliente the Scenic Way is via Coronado and the Silver Strand. This takes you by Ferry across San Diego Harbor, passing the various naval ships, to Coronado. Then past the justly-famous Hotel del Coronado and Coronado Tent City, along the Silver Strand about 16 miles directly to Tijuana. The Silver Strand, one of the largest natural breakwaters in the world, is a 7-mile narrow strip of sand with San Diego Bay on one side and the Pacific Ocean on the other.

Ferries leave the foot of Market Street every 10 minutes. Passenger fare is 5c, automobile and driver is 20c to 30c, depending on length of car.

Roller Chair Service De Luxe

The most luxurious mode of doing America's Exposition. These chairs are manned by competent college men, well trained in the art of helping you to enjoy your stay here.

Visit the buildings, the out-of-the-way spots, the hidden trails, in complete ease and relaxation.

In addition to their complete knowledge of the Exposition, the chair operators are also well informed about things to do and see in and about San Diego and its historical background.

You will find either the single or double chairs at any of the entrances. It is suggested that you make your reservations in advance.

At the Exposition, or on the road,
FOR COMPLETE INFORMATION
STOP AT THE "SIGN OF THE SHELL"



MEET FRIENDS HERE

The Giant Shell is conveniently located. And there's an appointment book for messages you may wish to leave for tardy friends.

THE GIANT SHELL IS OFFICIAL INFORMATION HEADQUARTERS. You'll find it centrally located on Avenida de Espana, near Main Gate and Colon entrance, and the Midway.

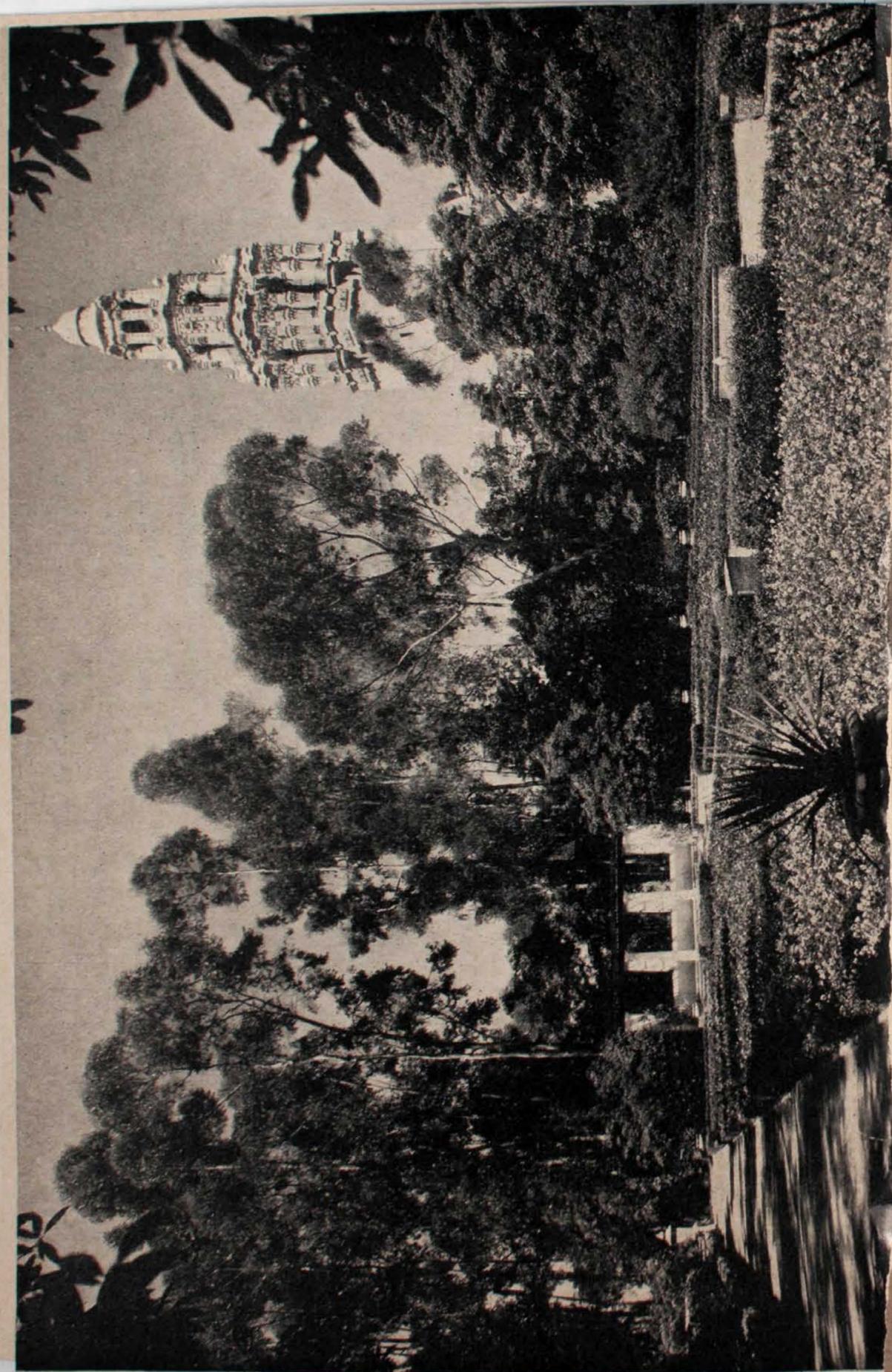
Ask the attractive Shelladies here all your questions about the Exposition...what there is to see...where to find the things you seek.

This is the Exposition's center for touring information. On the largest route-lighted touring map in America, the Shelladies will point out the interesting scenic routes to take on your homebound trip. They will give you mileage figures, describe road con-

ditions, list hotel and resort rates throughout the West.

And remember, on every highway leading from San Diego, Shell stations are ready to supply you Finger-Tip Travel Information, State Road Maps, City Maps, In-an'-Out-of-City Maps, Distance Tables, Auto Cabin Directories, All-Night Station Lists. All these and many other services await you.

So ASK SHELL. Get more fun from your days here and those on the road.



FRANK G. BELCHER

To Our Guests

HERE in Southern California we have a rich heritage from the gracious days of the Spanish Dons. Hospitality has always been a keynote in our lives.

Here at the California Pacific International Exposition that heritage, that tradition, is part of our duty, a duty that we welcome, for we are proud of our homeland, our city and this Exposition. Many people have worked here to prepare the California Pacific International Exposition for your coming, many people have given their sincerity of purpose, their integrity and the work of their minds and hearts and hands that America's Exposition—1935 might live and breathe and be an everlasting symbol of the new era of greatness of the West.

This book is intended to aid you in enjoying the Exposition. It is impossible to tell each one of you in person the welcome that we have in our hearts for you and words are inadequate to express our genuine pleasure at having you with us.

Let me ask you to accept those greetings through the medium of this page. Let me ask you to bear in mind, as you pass through the gates of America's Exposition—1935, that phrase from our Old Spanish days that so truly expresses the welcome that we extend to you, "Aqui esta su casa" (This house is yours).

FRANK G. BELCHER, *President,*
California Pacific International Exposition

At the left—The Alcazar gardens at America's Exposition. These are a reproduction of the famous gardens of Charles V in the Imperial residence, the Alcazar, in Seville.

How to Use this GUIDE BOOK

IN preparing the OFFICIAL GUIDE, Program and Souvenir Picture Book of the California Pacific International Exposition, the editors have had two aims. They have tried to present you with a book which will be a pleasant reminder of your visit to America's Exposition in later years. More important, however, they have tried to answer the questions which occur to you before and during the time you spend at the fair.

There's so much to see that it will pay you to take a little time to plan your visit.

As you will see by glancing at the table of contents, the OFFICIAL GUIDE gives first, a map with locations of all buildings and principal exhibits; second, on the back of the map, information every visitor wants for ready reference; third, general information about America's Exposition; fourth, a description of each exhibit building in the order they are numbered on the map; fifth, other useful information and a calendar of events and, finally, a complete directory and brief description of each exhibit.

It is suggested that you read, particularly, the paragraph on the back of the map entitled "How to See America's Exposition." It may help you add to your enjoyment.



G F WOLCOTT
PUBLISHER

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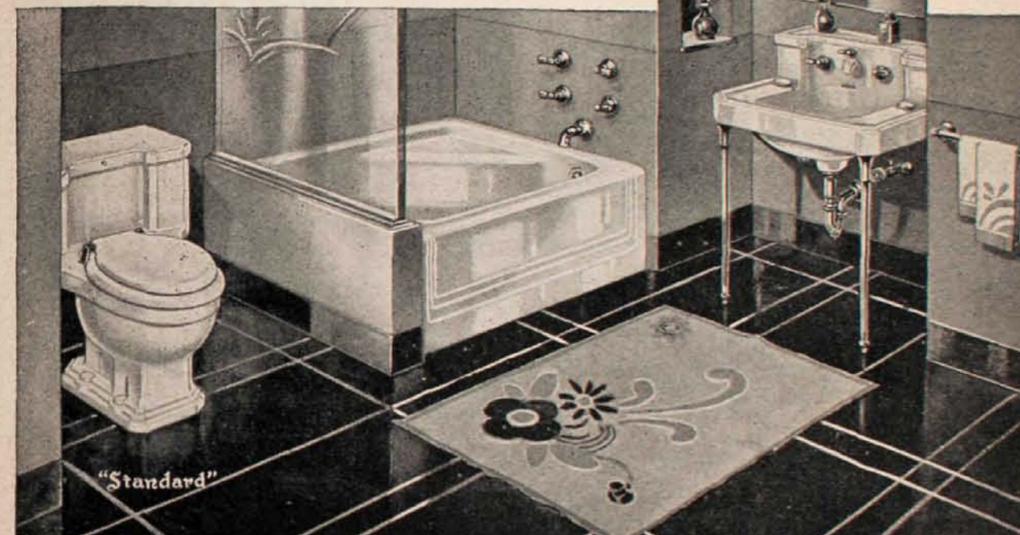
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Photos by John Sirigo, Official Photographer
and Eyre Powell Press Service

California Pacific International Exposition
OFFICIAL GUIDE
Program and Souvenir Picture Book
Second Edition

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See Sensationally New "Standard" PLUMBING FIXTURES at San Diego Exposition



For the bathroom of your dreams, modern, chaste, beautiful . . . you will see at this exhibit the advanced styled fixtures to perfect your plans.

The Neo-Angle bath with its new safety, convenience and more ample bathing space, all resulting from its two integral seats. The Neo-Line Sink, a beautiful design of flowing curves, is furnished with a marvelously efficient cabinet having revolving shelves. See other fixtures that are also exclusive in design and features. All are available on "Standard" Time Payment Plan.

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GENERAL OFFICES, PITTSBURGH, PA.

Division of AMERICAN RADIATOR
& STANDARD SANITARY CORP.

"Standard" PACIFIC Plumbing Fixtures
are made at Richmond, California.

The Penthouse Group shown here has the Neo-Angle Bath designed for all ages. It provides every bathing facility in the one fixture. The corner pattern is shown below.



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A Community of
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How to Reach America's Exposition

Entrances to the park are less than two miles from the down town section and direct street car lines border the east and west sides of the grounds. Is also easily and quickly reached by automobile and taxicab.

Cars No. 7 and 11, which can be boarded on Broadway, from the Santa Fe station to 12th Avenue, unload passengers a few steps from the east entrance. Cars No. 3 and 1, which run on Broadway from 3rd to 5th Avenue and then northward, stop a block from the west gates. Fare on both inbound and outbound cars is five cents, the Exposition grounds marking the zone line.

There is constant taxicab service and the fee for trips from the business district to the park entrances is approximately 65 cents. This charge is for from one to five passengers.

Out-of-city and out-of-state motorists will have no trouble finding their way to America's Exposition. Highway 80, entering San Diego from the east, heads into El Cajon Avenue, an eight-lane street which ends at Park Boulevard. By turning left, or south, on Park Boulevard, travelers need to drive little more than a mile before entering the Exposition grounds.

Coming down the coast highway, No. 101, visitors turn left at Broadway to 12th Avenue, then turn left again to the Exposition area.

Automobile parking facilities are plentiful and charges are low.

You may park next to the Exposition's grounds for 24 hours, if you wish, for 25 cents.

Admission Charges

Admission charges to America's Exposition are 50 cents for adults and 25 cents for children 12 years old or under.

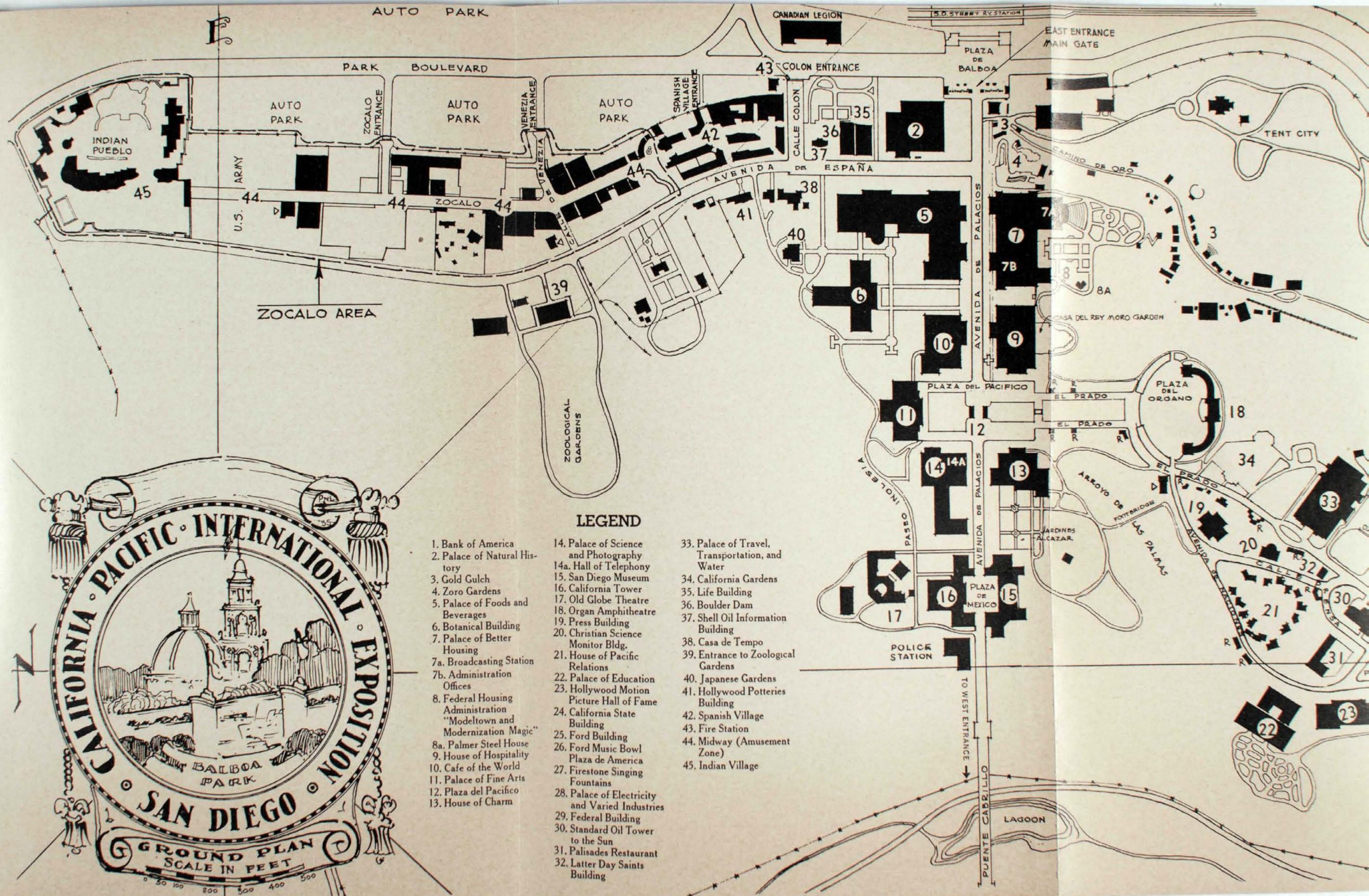
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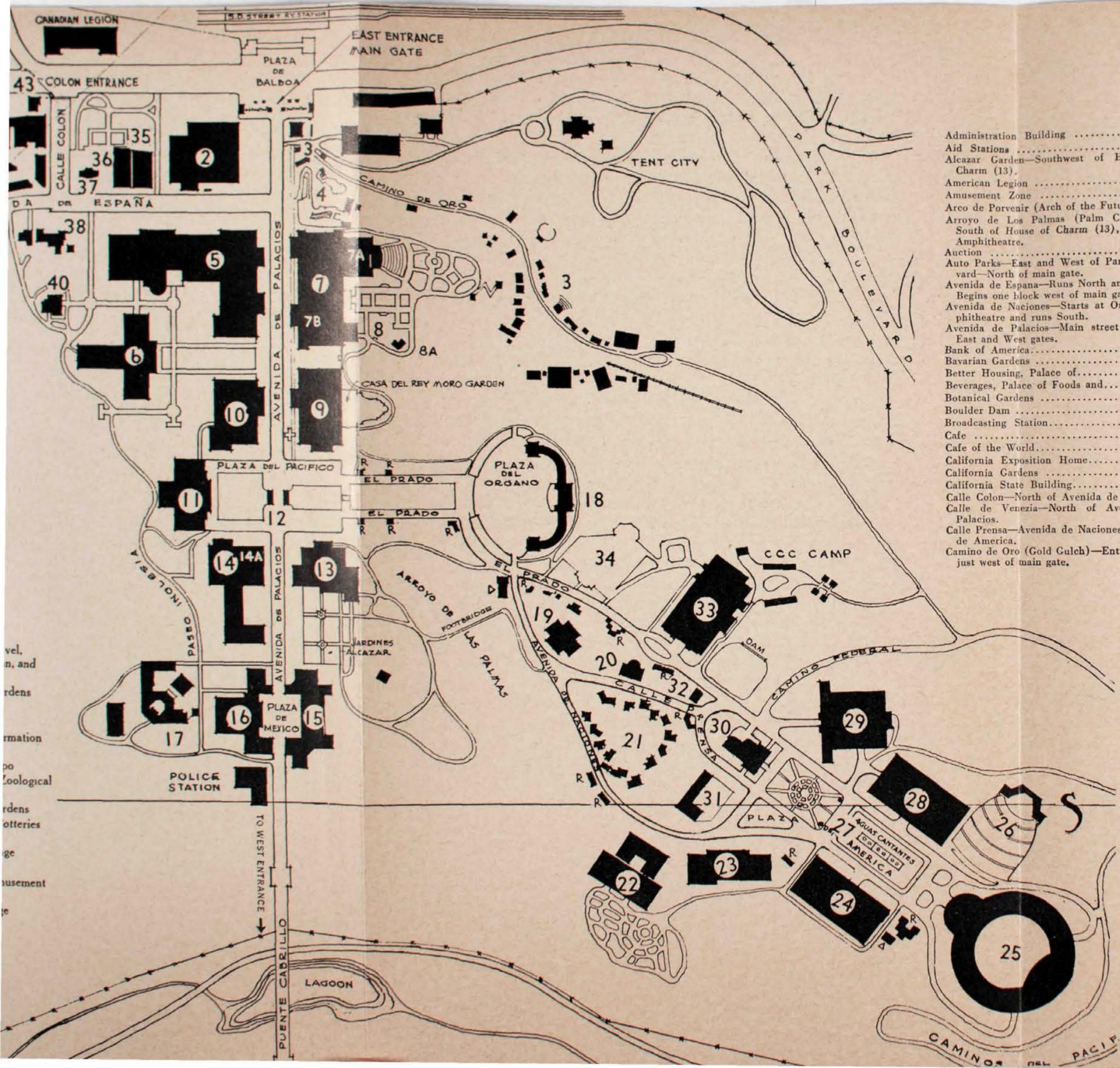
Although gate tickets entitle visitors to admittance to the Spanish Village and the Midway, the individual concessions charge varied prices. You may see America's Exposition for as little as 75 cents, which includes entrance and parking fees, or you may spend several dollars, depending upon how many "extras" you wish to include.

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There are hundreds of things to interest everybody regardless of taste of preference at America's Exposition. You will discover that it is easy to find them and easy to organize your time.

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- Palace of Education—No. 22—Inside.
- Press Building—No. 19—Inside.
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East and West gates. Second, the Palisades area which includes everything south of the Organ Amphitheatre. Third, the north section which begins at the Calle Colon and includes the Spanish Village, the Zoo, the Zocalo and the Indian Village.

To make it easy for you to plan your visit, the description of each exhibit building and the area follows the order shown by the numbers on the map. In the same way, the first part of the directory in the back of the book follows this order so it is comparatively simple to decide which things you wish to see most and, if your time is limited, budget it accordingly.

Numbers 1 to 17 are in the Avenida de Palacios section, numbers 18 to 34 are in the Palisades area and numbers 35 and above are in the north section.

If you would like a guide the Gray Line supplies a riding and walking tour of about three hours for one dollar. Office back of Shell Building.

How Long Will It Take?

Visitors constantly ask that question. The answer is, you can take three hours or ten days, depending upon the time you have to spend.

If you must make a hurried trip through the vast grounds it is suggested you start at the main gate and proceed West down the Avenida de Palacios, spending an hour to two hours glimpsing the more than two hundred industrial and scientific exhibits to be found in the palaces that line the long street.

Then turn South from the Plaza del Pacifico and spend an hour among the exhibit buildings along El Prado and the Avenida de Naciones, ending at the Ford Building. A third swing will take you into the Fun Zone to the end of the Avenida de Espana. On the Avenida de Palacios just inside the main gate are Gold Gulch and Zoro Gardens. Then follow Avenida de Espana to the Spanish Village and the Zocalo, the glorified amusement section.

This same budget of time may be applied to whatever period you wish to spend on the Exposition grounds, whether it is a matter of hours or several days. Officials estimate that not less than 5 days will be required to see the entire show, spending a day along the midway concessions, a day in the Zoological Gardens, a half day in Gold Gulch, a day and a half along Avenida de Palacios, and the final day, at least, on the Palisades.

How to Find a Place to Stay

Through the official Housing Bureau, with headquarters in the Chamber of Commerce Building, 499 W. Broadway, visitors to America's Exposition can secure immediate information on all vacancies in the city and environs.

Accommodations for 60,000 persons are available in the 200 hotels and 350 apartment houses close to the Exposition grounds.

There are eighty modern auto courts in and near San Diego with a capacity of 5000, three hundred tent cottages in Coronado Tent City and many public camping grounds where water and fire protection is assured.

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Information Services

Chief of the information services at the Exposition is that of the Shell Oil Company. This is available at the big main Shell Building on the Avenida de Espana just south of the Spanish Village and at smaller shell-shaped booths at the West Entrance and on El Prado opposite California Gardens (just south of the Outdoor Organ).

Shell will supply every sort of information about the Exposition, touring, roads, resorts, national parks, sports, daily events, hotel and camp rates and things to do in and around San Diego.

In the main Shell Building is an appointment book where visitors may leave messages for their friends.

Telephone inquiries about the Exposition will be answered by the Exposition telephone information department. Call FRanklin 7731 and ask for "Information."

The Federation of State Societies maintains headquarters in the luxurious reception rooms of the House of Hospitality, with guides, informants, directories, telephone books, and every aid to assist visitors in locating friends from home who now reside in California and the Houses of Foreign Relations will be headquarters for foreign guests.

Police officers, official guides and all employees of the Exposition welcome opportunities to aid visitors in supplying any information possible.

Transportation Within the Grounds

A word to the wise about seeing the grounds. There are *three* ways to get about that save time, money and energy.

1. By those swanky serpentine busses that answer to pretty Spanish names like "La Golondrina." Unobstructed view, deep lush seats, even awnings for decoration. For a meagre dime, these coaches will take you for a continuous ride from one end of the grounds to the other. Stops are conveniently located for access to all buildings and points of interest.

2. To give each visitor a comprehensive idea of the Exposition the thoughtful Exposition Transportation Co. offers a Luxury Tour of the entire grounds, lasting 45 minutes, for 35 cents. You can start from either the East or West Gate, at regular intervals. A competent college man explains everything along the way. Besides saving time, you get a general idea of the whole Exposition, the better to concentrate your time on those Exhibits that interest you most!

3. Most *de luxe* of all—step into a pneumatic-tired Roller Chair and have yourself pushed along, *a la board-walk*. You can be wheeled right into most of the exhibits—such a boon to the aged, infirm, or merely tired out or high-heeled. All questions answered courteously by trained college attendants. Roller Chair prices are 50c for the first half-hour, and 10c for each additional six minutes.

In Case of Accident

Modern first aid service is always available on the Exposition grounds. In case of accident notify the Exposition telephone operator, if urgent. If possible, apply at the First Aid station just off the Plaza del Pacifico in the House of Hospitality. Trained workers are always on duty.

Dining Facilities

Four big restaurants, that offer the choice dishes of all the world, and scores of novelty foods in as many stands, are available for visitors to America's Exposition.

Largest of all is Cafe of the World, located on the northeast corner of Plaza del Pacifico. It offers a cabaret floor show, rare cosmopolitan as well as standard American food. Seating capacity is 1250.

Second in size is Palisades Cafe, between the Standard Oil Tower to the Sun and Hollywood Motion Picture Hall of Fame.

In the House of Hospitality is the Casa del Rey Morro Cafe, which overlooks the Casa del Rey Morro Gardens.

Matching their environment are Spanish Cafe in the Spanish Village and a big pioneer days restaurant in Gold Gulch, the '49 camp.

Throughout the grounds are tiny stands where choice sandwiches, such as Pigs in Blankets, and many other dainty edibles may be purchased at minimum charges.

Telephone Service

Pay telephones are in every principal building for outgoing calls. To telephone to an exhibitor, first inquire of the San Diego information operator for a direct line number. If none is listed call FRanklin 7731, the Exposition exchange.

Telegraph

Complete telegraph office is maintained by Western Union in the Palace of Better Housing.

Police Station

West of Exposition Palaces on Avenida de Palacios.

How To Find Exposition Employees

Complete list of Exposition personnel is available at Exposition Headquarters in the Administration Building.

Drug Store

Plaza del Pacifico, southwest corner, in House of Charm.

Wheel Chairs

Invalids in wheel chairs will be admitted by special arrangement at pass gates. Wheel chairs are for rent in San Diego. Consult telephone book, Classified Section.

Baby Buggies

Baby buggies are for rent at check stands.

Check Stands

The Exposition maintains three check stands.

1. Just inside main gate (East entrance) north side of street.
2. Spanish Village on Calle Colon.
3. East side of El Prado near outdoor organ.

Post Office

Palace of Electricity and Varied Industries.

Administration Building

No. 7A on map. Next to Palace of Better Housing.

Lost and Found

Lost and Found Bureau in Administration Building.

Lost Children

Report to Police Station.

Dining Facilities

Four big restaurants, that offer the choice dishes of all the world, and scores of novelty foods in as many stands, are available for visitors to America's Exposition.

Largest of all is Cafe of the World, located on the northeast corner of Plaza del Pacifico. It offers a cabaret floor show, rare cosmopolitan as well as standard American food. Seating capacity is 1250.

Second in size is Palisades Cafe, between the Standard Oil Tower to the Sun and Hollywood Motion Picture Hall of Fame.

In the House of Hospitality is the Casa del Rey Morro Cafe, which overlooks the Casa del Rey Morro Gardens.

Matching their environment are Spanish Cafe in the Spanish Village and a big pioneer days restaurant in Gold Gulch, the '49 camp.

Throughout the grounds are tiny stands where choice sandwiches, such as Pigs in Blankets, and many other dainty edibles may be purchased at minimum charges.

Telephone Service

Pay telephones are in every principal building for outgoing calls. To telephone to an exhibitor, first inquire of the San Diego information operator for a direct line number. If none is listed call FRanklin 7731, the Exposition exchange.

Telegraph

Complete telegraph office is maintained by Western Union in the Palace of Better Housing.

Police Station

West of Exposition Palaces on Avenida de Palacios.

How To Find Exposition Employees

Complete list of Exposition personnel is available at Exposition Headquarters in the Administration Building.

Drug Store

Plaza del Pacifico, southwest corner, in House of Charm.

Wheel Chairs

Invalids in wheel chairs will be admitted by special arrangement at pass gates. Wheel chairs are for rent in San Diego. Consult telephone book, Classified Section.

Baby Buggies

Baby buggies are for rent at check stands.

Check Stands

The Exposition maintains three check stands.

1. Just inside main gate (East entrance) north side of street.
2. Spanish Village on Calle Colon.
3. East side of El Prado near outdoor organ.

Post Office

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Lost and Found

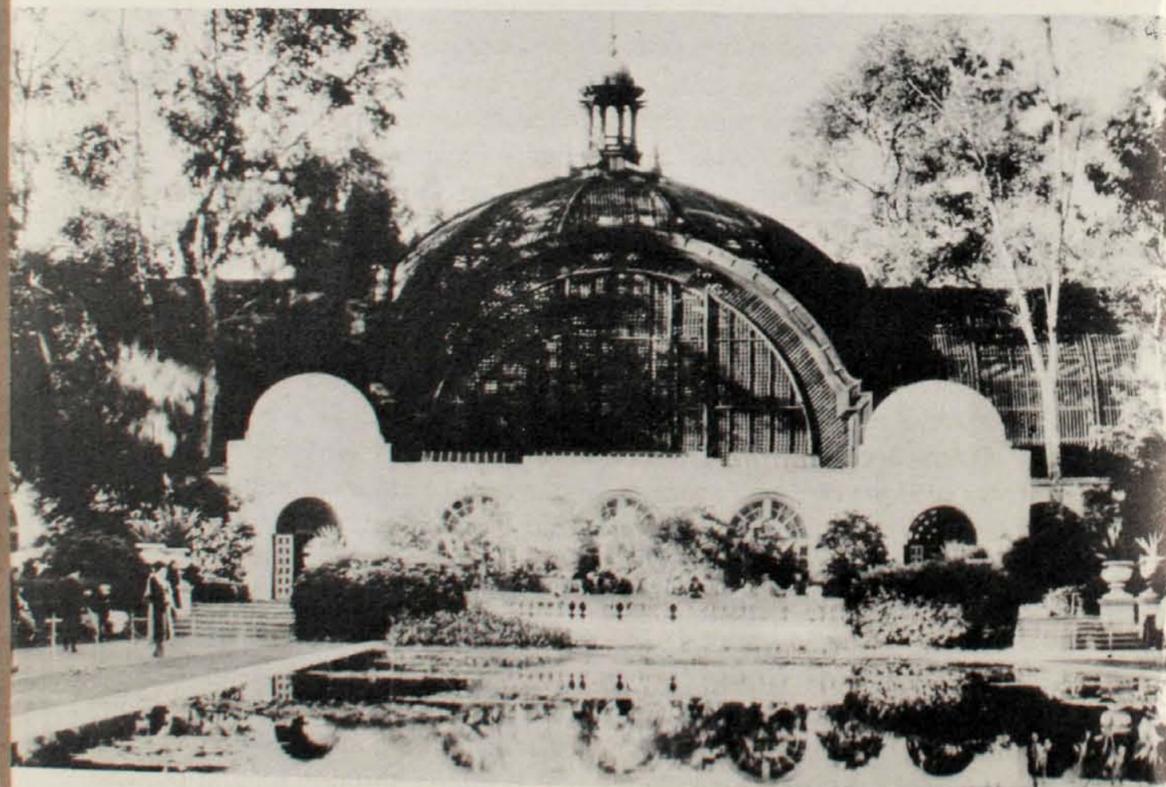
Lost and Found Bureau in Administration Building.

Lost Children

Report to Police Station.



Above—The Plaza del Pacifico, showing the Arco de Porvenir (Arch of the Future).
Below—Looking north on the gay Avenue Avenida de Espana toward the Spanish Village.



Below—The world-famous Botanical Gardens at America's Exposition in which are growing many rare specimens. Above—Heroic bronze statue of El Cid, the conqueror, at the south end of the Plaza del Pacifico.

America's Exposition

Built Upon the Background of a Glorious Past

Dedicated to a Glorious Future

AMERICA'S EXPOSITION, represents not the short ten months that have gone into its building, but the four hundred years that have seen California reach the heights. Fifty years after Columbus made his immortal western passage a hardy Portugese adventurer, sailing for the King of Spain, hove anchor in what was later to be known as San Diego Bay. Since the advent of that soldier of fortune, Juan Rodriguez Cabrillo, San Diego and, in all truth, the entire West has known a forward march that is extraordinary in the history of any country.

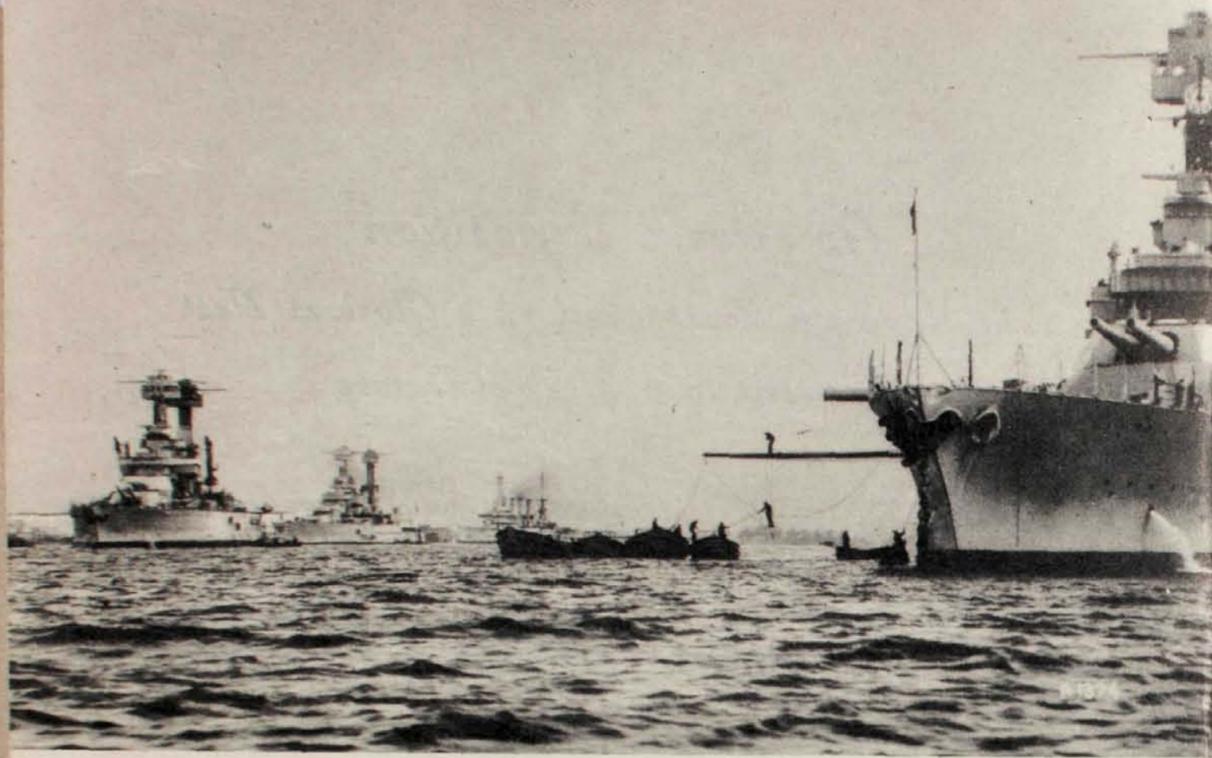
To these years that have passed; to Spanish adventurer and Mission priest, to the hordes that came when gold was found in '49 and to the sturdy men and women who carved a great commonwealth out of a raw country; the California Pacific International Exposition is dedicated.

But America's Exposition—1935 looks not too much to the yesterdays of the West. Inasmuch as man may, the creators of this newest world's fair attempt to give the visitor a glimpse, a prevision of what the future holds for the Far West.

Coming, as it does, on the eve of the greatest development program this nation has ever known, the California Pacific International Exposition looks forward to the new West that will be outstanding because of its Boulder Dam, its All-American Canal, its Grand Coulee Project, the great trans-bay bridges of San Francisco and a host of other activities that mark a new era. Water, the eternal white gold of the West, will be brought into areas that are the most fertile in the nation. Agriculture will receive a new impetus. Power will be generated that will bring light and heat to the small remote towns.

Perhaps it is wiser to say that this Exposition is not so much a dedication to yesterday, today or tomorrow but rather a toast, a god-speed to the continuation of an epic that will be written as the years march on.

As you walk through these lanes and gardens, through exhibit palaces and scenes of entertainment by your side will walk the shadows of the men and women who have carved a great state out of a wilderness. And before you will walk men and women of youth and vision who see the years that are to come and hasten forward to greet them.



Above—War ships at anchor in San Diego Harbor. The entire fleet makes two visits during the Fair. Below—Patio of the House of Hospitality suggested by the interior garden of the Museum in Guadalajara.

Put the World in Your Pocket

AS you approach the gates of America's Exposition you are amazed at the first impression it gives. There's no "bare-plot of ground" rawness about it. No feeling of forced planting nor harsh newness.

It is as if it has been growing for a thousand years just to become a fitting background for this Exposition and surely there could be no finer setting for a celebration of the glorious future than this, Balboa Park, so filled with the atmosphere of a glorious and romantic past.

What a relief to find no crushed rock underfoot. Old, hard-earth paths wander off through Eucalyptus trees and dense foliage of every sort. And there are flowers, flowers, everywhere—rare California flowers in the domed Horticulture Gardens. Flowers you know and love, like pansies and petunias. Banks of them, ruffles of them, skirting shaded avenues with soft Spanish names.

Blue peacocks strut their fan tails through the Zoological Gardens. In the Plaza del Pacifico, tame pigeons are thick round your feet as in St. Marks Square in Venice. They've been flocking to this Plaza since the grand old Exposition in 1915.

All the permanent buildings of that period embowered in twenty years' growth of shrubbery. Now they *belong*. Of pure sixteenth and seventeenth century Spanish Renaissance period, they might actually have been built so long ago. The new buildings from Zocalo, the glorified amusement zone to the many-ciphered Ford Building, have been built to harmonize in line and coloring. Cleverly-concealed window boxes along roof lines make hanging garden effects to soften modern surfaces.

This is so much more than a fair. It is a moving picture, a real pageant of the progress of our West in four centuries—from covered wagons to transcontinental planes, and it sums up the total progress of mankind.

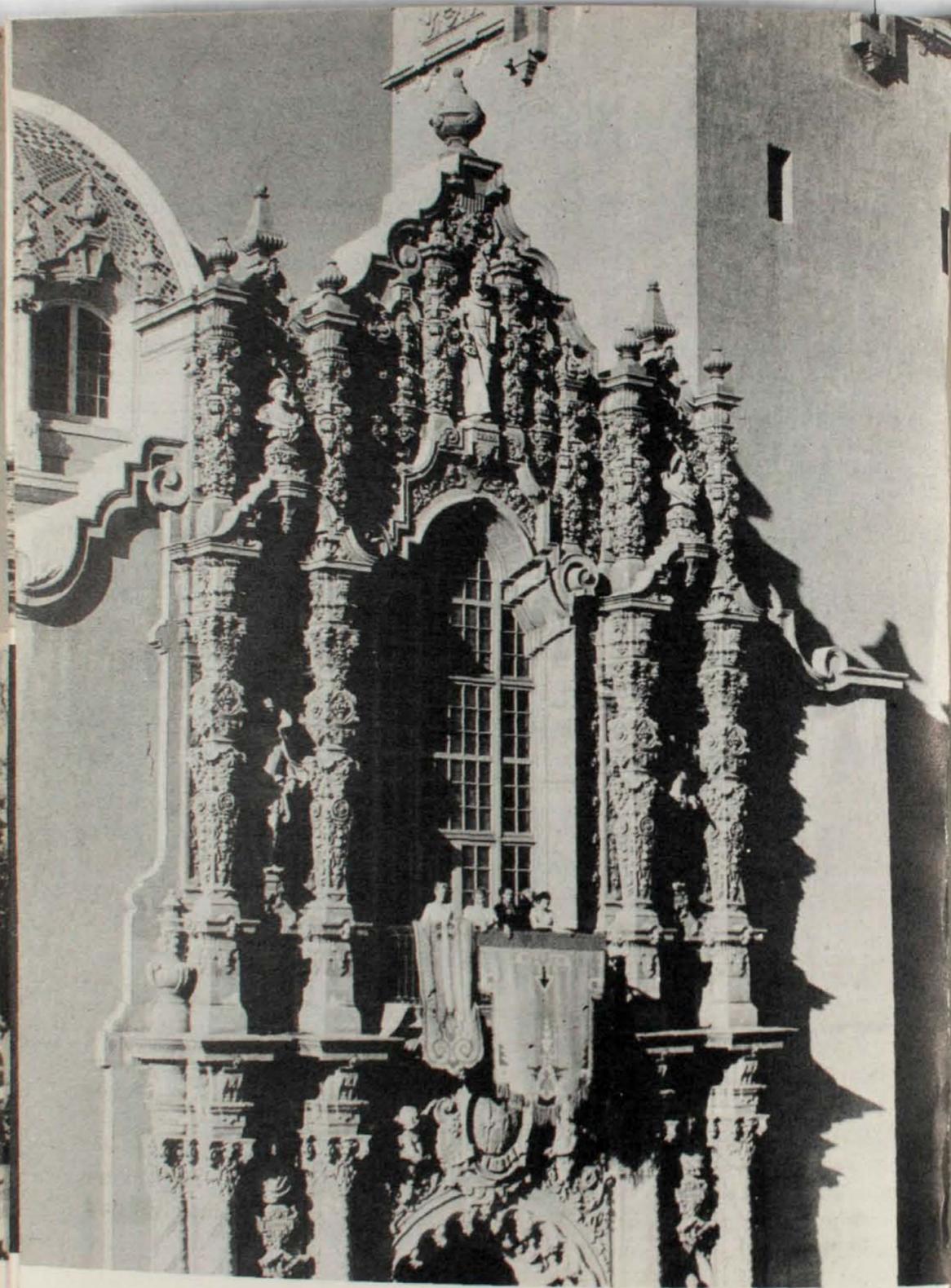
The very setting is *romantic*. Barred Spanish windows suggest flashing black eyes. "Singing Fountains" change their tinkle-tune with their coloring. Secluded patios are shaded and cool and sweet with flowers.

When you buy a fifty cent ticket, you put the world in your pocket. You will remember it to the end of your days.

Historic Styles Used in Architecture

The architecture of the California Pacific International Exposition is a representation of the famous historic styles of the Pacific Southwest and a development of these ancient styles to conform to modern architectural ideas, especially suited to the climatic and other conditions peculiar to Southern California.

The nucleus of the Exposition is the admirable plan of buildings and landscaping of the 1915 Exposition. It is an ensemble of Spanish and Spanish



Example of Spanish Colonial architecture at America's Exposition. This is a portion of the facade of the Palace of Science, one of the buildings erected during the 1915 Exposition.

Colonial palaces so beautiful and perfect in its setting of semi-tropical verdure that the citizens of San Diego refused to permit the buildings to be demolished. Consequently, this idealized concept of a Spanish American city of the seventeenth and eighteenth centuries, in a landscape setting of incomparable beauty, has been maintained for two decades in its original condition of charm and loveliness.

It was following a recent renovation and restoration of these splendid old buildings that the idea of the present Exposition was conceived.

It was first determined that the original conception and purpose must be maintained—historically as well as climatically. New structures and embellishments must be suited to the Southwest as well as to Exposition purposes.

Prehistoric Motif Used

Going much further back in history for inspiration and ideas than was done in 1915, it was decided to adopt the general forms and ornamentation of prehistoric monuments in the treatment of the important new buildings.

The Pueblo, Aztec and Mayan styles can be readily modified and adapted to modern architectural ideas, and yet be so treated with color and landscaping as to bring them in friendly accord with the original group of old Spanish buildings.

Typical Pueblo Structures

The principal examples of this new Exposition architecture are to be found in the Palisades area, and are roughly divided into three groups. Fronting on the north section of the Plaza de America are buildings directly derived from these prehistoric styles. On the west side, the Hollywood Hall of Fame, the Palace of Education and the Palisades Restaurant are all typical of the Pueblo structures of the Southwest.

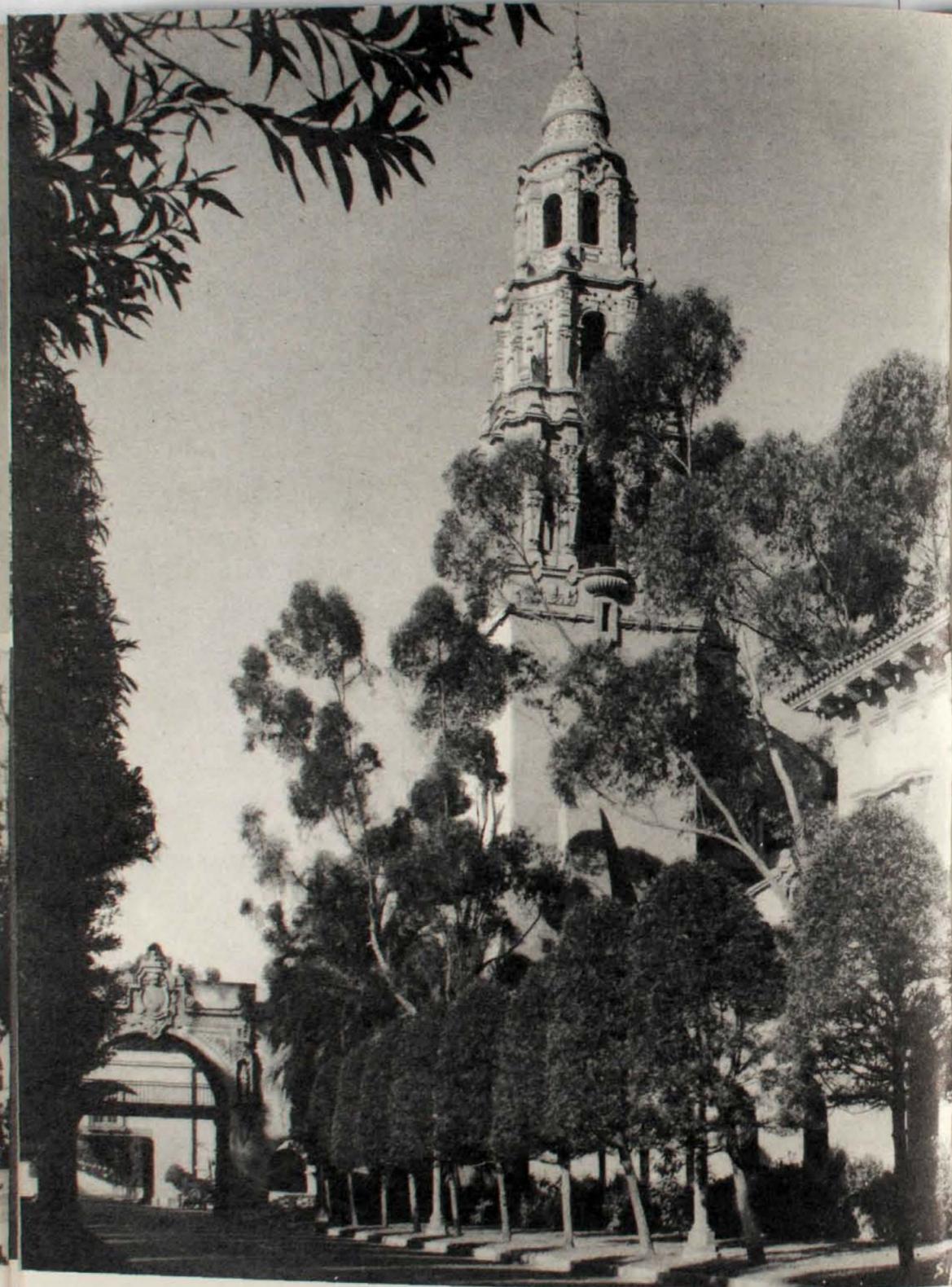
Aztec and Mayan Designs

Adjoining this group and continuing around the east side are examples of Aztec and Mayan architecture. The Federal Building, suggested by the Palace of the Governor, in Uxmal Yucatan; the Palace of Travel, Transportation and Water; and the Standard Oil Tower to the Sun.

Facing the adjoining section of the Plaza are the Palace of Electricity and Varied Industries and the California State Building, both of which are modern in design but with a decided prehistoric influence in the style and execution of the ornamentation.

Modern Buildings

Beyond the Plaza and terminating the group on the south is the Ford Building, an impressive example of modern industrial architecture. By this arrangement of the buildings, the endeavor has been to show an



One of the first impressions of the visitor to America's Exposition is the dense foliage. Here is California Tower from the tree-lined Avenida de Palacios, showing the high trees which surround it.

architectural progression from the most ancient to the most modern architecture, blended, harmonized and suited to the Southwest.

Other buildings of the Exposition which vie for interest with the spectacular exhibit palaces are the reproductions of the humble but charming shops and cottages of Spanish and Latin American countries. These groups are best exemplified in the House of Pacific Relations and the Spanish Village. In this domestic atmosphere, the daily life and traffic in our neighboring countries of the South can be visualized.

Thanks to the sunshine and benign climate San Diego has the opportunity to supply color and ornaments with living plants instead of architectural decorations, such as perhaps could not be accomplished in any other portion of the world. The embellishments of these new Exposition palaces are supplied to a great extent by living forms, trees, vines, shrubs, fruits, and flowers. They not only rise from the foundations but fall from the parapets and cornices like the famed hanging gardens of Babylonian days.

In addition to the erection and embellishments of new structures, a great deal of study and planning has been given to the general beautification of the grounds.

Landscaping America's Exposition

It is fitting that this, America's Exposition, be in the garden spot of America—the spot once occupied by the "most beautiful Exposition ever held."

Twenty years ago barren mesas and desolate canyons were transferred into such a harmonious example of planting design that it could not pass with the end of the Fair. Today the entire design of Balboa Park has been expanded. New roads, paths, bridges, fountains, pools, gardens, shrubs and even gigantic trees have risen in a few weeks' time. With all the construction of new buildings, the planting has been so skillfully designed, the newness softened and concealed by flowers, trailing vines and abundant foliage, that the mellowness of age seems continued everywhere.

You will find here flora from the most common to the rarest varieties, ranging from the exotic brilliance and jungled profusion of the tropics to sparse, sturdy plants from the Arctics. Acquisition during the last twenty years have swelled the list of specimens to thousands. Most of them are plainly labeled.

Even the hurried visitor should not fail to notice some of the spectacular settings and rare specimens. Entering the grounds from the East entrance through the main gate one is met with a profusion of flowers banked along the curbs and buildings of the Avenida de Palacios—petunia beds, borders of fuchsia, begonia, pansies and veneidum. The Foods and Beverage Building, on to the right, is flanked on the East by a group of tropical palms and dracaenas and the spectacular rice paper plant, distinguished



Above—The Palace of Natural History at America's Exposition. Below—The Palace of Science and Photography.

by its broad green leaves. Close to its West entrance are two large specimens of the Bunya-bunya tree.

In the lagoon to the West of Foods and Beverage one finds a myriad of water lilies, lotus, water Hawthorne and, of particular interest to the historical minded, Egyptian papyrus. Along the sides of this lagoon as in others in the Park there is an interesting treatment of benches recessed in myrtle hedges. The Botanical Building to the North, one of the largest lath covered structures in existence, contains a rare collection of tropical and semi-tropical plants. A more complete description will be found later in the book.

Spanish American Patio

In the center of the House of Hospitality a Spanish American Patio has been developed, suggested by the charming interior garden in the Museum in Guadalajara, Mexico. The main features of this Patio are the arcaded galleries, the large tile central fountain and pool surmounted by a full size statue in limestone of a Mexican woman. Palms, bananas and flowering plants in decorated pots all serve to produce the tropical atmosphere so essential in buildings of Spanish derivation.

Famous Gardens Reproduced

Cocos plumosa and *Phoenix reclinata* rise above the balconies. The gay color of Mexico is achieved through the orange of fragile tuberous begonias, the purple of statice, orange clevia, the yellow day lilies, the dissonance of magenta and orange combined in the chorizema, and the delicate "Lady's Ear-drop" fuchsia.

Below the southern loggia of the House of Hospitality, has been reproduced the most famous of all the small gardens in Spain, the Casa del Rey Morro Garden of Ronda in Southern Spain.

The upper level is a terrace flanked on two sides by pergolas heavy with climbing roses and *Bignonia venusta* and cherere. From the Saracenic fountain head in a tiled pool, centered between the pergolas, water is carried in conservative Moorish fashion to the middle and lower levels of the garden.

The middle level, which is reached from a path outside the garden walls as well as the balanced stair, features two large beds of the new "El Rey" geranium with agathea which is edged with santolina.

Water lilies, cyperus, roses and viburnums are abundant. The termination of the garden is a well head, framed with Italian cypress and aucuba. Around the pools by the Palace of Fine Arts are *Lobelia* and *Geraniums*. A decorative touch is added to the Plaza de Mexico with orange trees in tile boxes.

Alcazar Gardens

Between the House of Charm and the Plaza de Mexico a section of another Spanish Garden of world renown has been reproduced, the color-



Above—Palace of Foods and Beverages as seen from the interior Garden. Below—The Palace of Travel, Transportation and Water on the Plaza de America.

Night Illumination

Each night as the moon climbs into the sky, it looks down upon the California Pacific International Exposition in beautiful Balboa Park and stares spellbound at a miracle.

Stately exhibit palaces, avenues, gardens, pools—even the fern-strewn recesses of deep and cloistered glens—stare back at the heavens with an uncanny rainbow lustre.

For the lighting experts of America's Exposition have created the world's greatest nocturnal spectacle in the illumination. Even the stars shine more brightly for the rivalry.

Painting with light rather than flooding with light is the motif so that Balboa Park stands out in all its natural beauty for nocturnal visitors to the Fair.

The scale of the lighting operations in the 300-acre Exposition area is tremendous in scope. Each tree, shrub and flower has been subjected to minute tests with all various colors of lighting to determine which one is best suited to the surroundings.

Music

Throughout the Exposition period, every afternoon and evening, there will be musical programs. These will take place in the Ford Bowl and in the Organ Amphitheatre.

Besides an Exposition chorus of 500 voices there will be concerts by famous visiting singers. Five Symphony orchestras and the Mormon Tabernacle Choir of Salt Lake City will give a series of programs during the summer. The Ford Motor Company has arranged for national radio broadcasts of these concerts three times a week.

Exposition Memorial Half Dollar

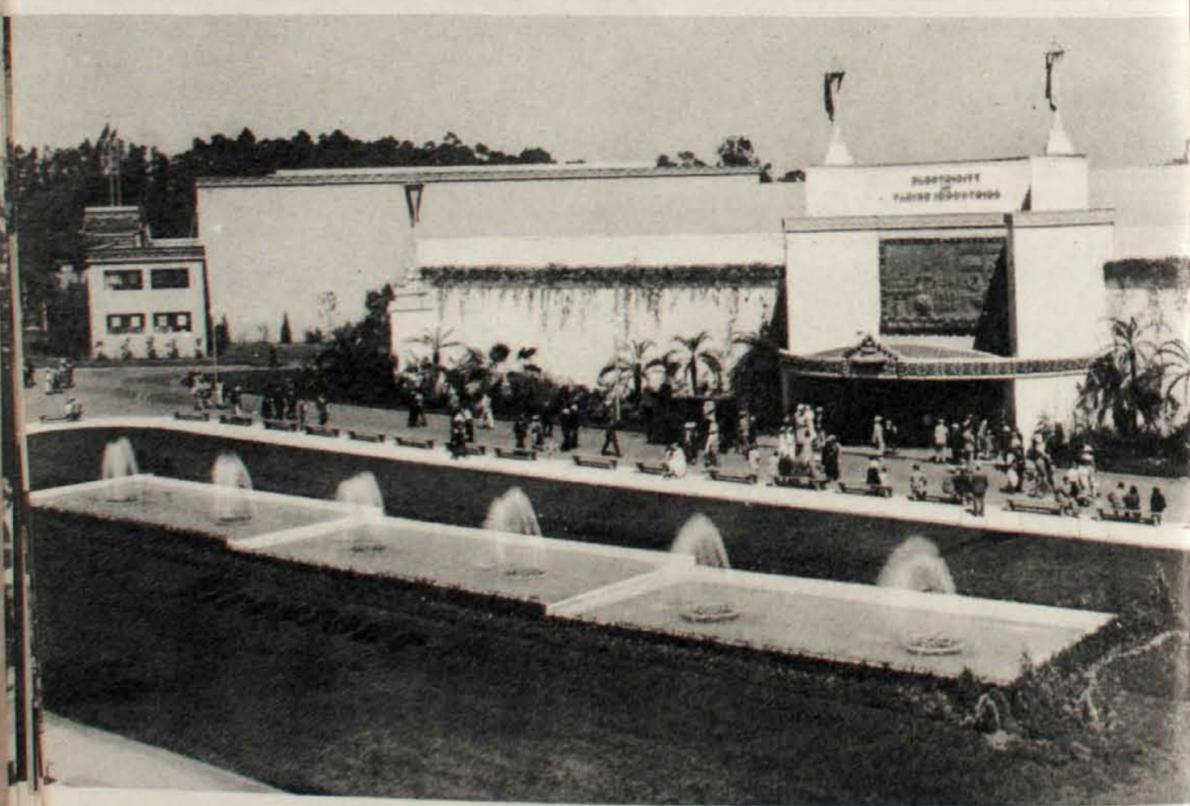
To commemorate the California Pacific International Exposition, the United States Government has issued a special fifty cent piece. Two hundred and fifty thousand of these were minted at Philadelphia and are on sale at a premium of fifty cents each.

They may be secured from Exposition Headquarters, at the Bank of America on the grounds and from banks throughout California as well as at the Federal Building.

Exposition Stamps

Stamp collectors young and old will be interested in the special government stamps being issued with the imprint of the beautiful California Tower of the Exposition.

Besides the Federal government stamps, poster stamps are on sale in stores, hotels, and travel bureaus—perforated sheets with 25 different picture stamps to a page.



Above—The Federal Building where the manifold activities of the United States Government are exhibited. Below—The Palace of Electricity and Varied Industries within which are demonstrated new marvels of applied science. In the foreground are the Firestone singing fountains.

Buildings and Exhibits

Bank of America

Just inside the East Entrance (main gate) is a special building which houses the Exposition Branch of the Bank of America. This branch does a complete banking business for exhibitors and visitors to America's Exposition.

Palace of Natural History

A trip through the Natural History Museum is an education in California fauna, plants, birds, birds' eggs, mammals, marine animals, insects, fossils, gems and minerals—even shells. The Shell Exhibit is the finest in the West. Enormous Tridacna shells of the Great Barrier Reef, richly-hued Cowries, fantastic Wing Shells, marvelously patterned and painted by nature, to exquisite white Olive Shells no larger than a grain of wheat are shown.

All the California animals are intensely interesting, set in replicas of their natural lairs. But the most fascinating thing in the Museum, by far, is the huge prehistoric skeleton of a Duck-billed Dinosaur stretching his 40-foot length to nibble magnolia leaves, three million years ago! And pause for a look at the fossil horse of pre-glacial times, the gigantic turtles from southwest deserts, and the 8-foot Portheus fish, forerunner of the modern anglers' prize, the Tarpon.

Also there is a rare baby whale. A hydrographic map, done in relief, shows the vast floor of the Pacific Ocean.

In all, there are over 397,000 specimens housed here, besides a natural history reference library of more than 60,000 volumes.

C. C. C. Display

The Civilian Conservation Corps display, exhibited on the lower floor of Palace of Natural History presents a panorama of CCC activities, including fighting forest fires, building trails and fire breaks, and clearing forest sites for public camp grounds. The keynote of the vast CCC project is expressed by an interesting statue at the entrance to the exhibit, called "Youth Saves the Soil."

Palace of Foods and Beverages

At the intersection of the Avenida de Espana and the Avenida de Palacios, is the immense Palace of Foods and Beverages. In it is one of the greatest assemblages of food and beverage exhibits ever housed under one roof.

Everyone is interested in food and drink. As a result this building has proved to have most nearly universal interest.

Every phase of food and drink production, packaging and distribution is represented in colorful and animated displays.



Above—The Plaza de America showing the Ford Building, the Firestone Singing Fountains, the Palace of Electricity and Varied Industries and a corner of the Federal Building. Below—The California State Building.

There are helpful suggestions and demonstrations for the selection and preparation of food and drink for every purpose, from breakfast in the morning to midnight suppers after bridge.

And how modern business, combined with modern science, has succeeded in capturing and delivering to consumers the fresh goodness of fruits, vegetables and other foods is demonstrated.

Everything on your table—your coffee and the sugar in it—is illustrated as to habitat and methods of production, of packing and distribution.

Children are delighted with the doll town follies and the miniature circus.

For brief description of all exhibits see page 68.

Botanical Building

The Botanical Building and Conservatory are bowers of beauty, with the large kentias, seaforthias, raphis, cocos and other palms, tree ferns, crotons, lilies, begonias, fuchsias, aralias and many varieties of choice ferns.

All these special plantings harmonize with the large groves of eucalyptus, acacias, pines, araucarias, palms, bamboos, and plants of sub-tropical climates provide a setting of horticultural beauty.

Palace of Better Housing

With several government agencies in addition to the Federal Housing Administration emphasizing modernization of old homes and the construction of new ones, the exhibits in the Palace of Better Housing hold extraordinary interest for Exposition visitors.

The Palace of Better Housing is located on the Avenida de Palacios directly across from the Palace of Foods and Beverages. It is the first large exhibit palace on the south side of the avenue after you enter the main gate (east entrance).

Here is exhibited everything to make homes better from the latest in chimney pots to suggestions in landscaping and the selection of building sites.

Furniture, books, draperies, rugs, home decorations, dishes, glassware, mirrors, building materials and household appliances are represented.

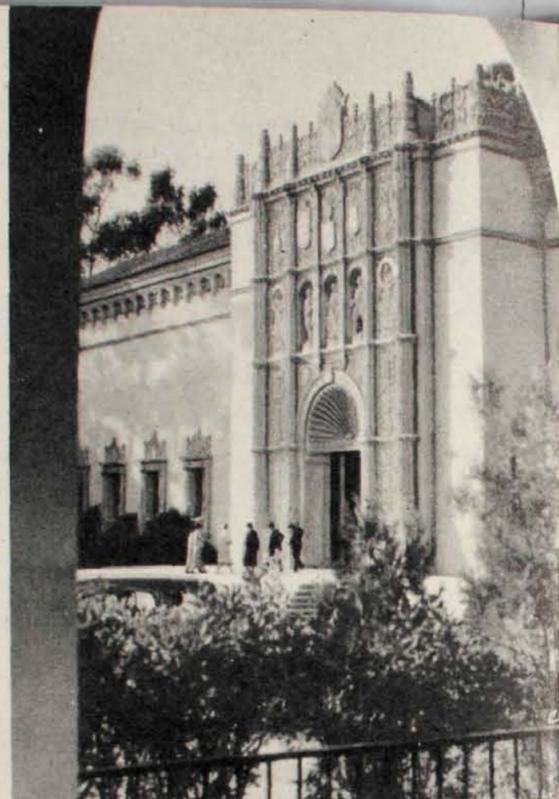
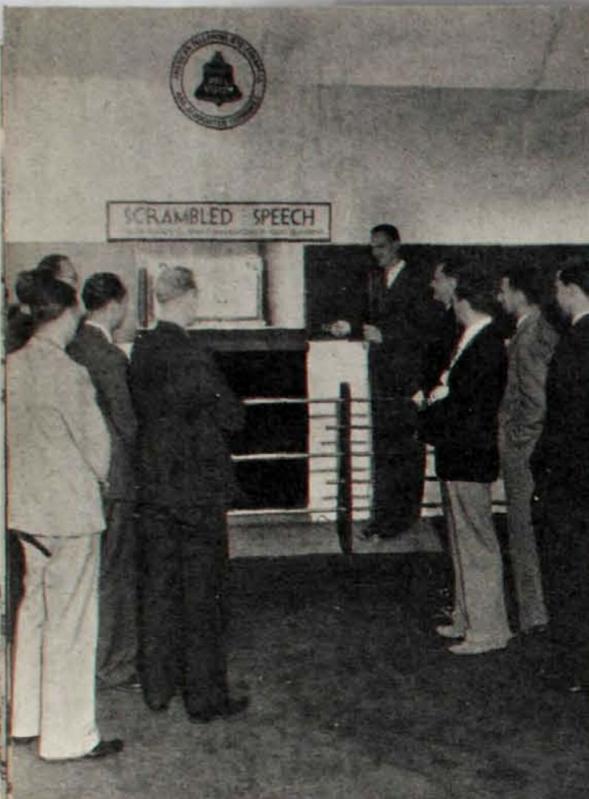
The west end of the Palace of Better Housing is occupied by the Exposition Administration.

For brief description of all exhibits see page 69.

Federal Housing Administration Exhibit

Out the rear (south) door is the great exhibition of the Federal Housing Administration where a tiny dilapidated village is changed, by clever mechanical devices, to a smart modernized group of homes before your eyes.

Under the name "Modeltown and Modernization Magic," it presents a most complete picture of what the building dollar will buy. Each of the tiny structures, standing less than 3 feet high, was designed by an outstanding Southern California architect.



Upper left—How your own voice sounds is revealed in the Bell Telephone Exhibit. Upper right—Entrance to the Palace of Fine Arts. Lower left—The Japanese Tea Garden. Lower right—Scene from the "End of the Trail" spectacle in the Indian Village.

Plaques on each building tell its advantages and the **exact** cost of construction. Attendants have information on home reconstruction and all details of the government Housing Act.

Palmer Steel House

Adjoining the Federal Housing Administration Exhibit is the Palmer Steel House. This new type of fire-proof, termite-proof, earthquake-proof construction is demonstrated by means of a complete five-room home, of early California design.

Bullock's of Los Angeles has decorated and furnished the home in a novel and delightful manner. Trained hostesses answer questions about the furnishings.

An engineer explains details of the construction.

House of Hospitality

Facing on the Avenida de Palacios and the Plaza del Pacifico is the House of Hospitality. It is the welcome center of the Exposition. From its lovely patio, to its luxuriously furnished interiors it reflects the warmth of western hospitality.

This is the place where visiting notables are received and entertained. It also serves as headquarters for federations of state societies and women's organizations.

Spacious lounges and a roof garden are pleasant spots in which to rest. An auditorium that seats 600 is used for special events.

The patio is patterned after the famous patio of the Museum in Guadalajara, Mexico. In the center is a white Aztec fountain cut from a 1600 pound block of limestone. Donald Hord, sculptor, executed the figure of the seated Indian girl who holds an olla in her lap from which the water falls into the pool below.

It houses, also, private banquet rooms and the Casa del Rey Morro Gardens Cafe which overlooks the beautiful Casa del Rey Morro Gardens.

For complete directory of House of Hospitality see page 70.

Federation of State Societies

The Federation maintains an office in the House of Hospitality Building for the purpose of meeting and extending a welcome to all guests who visit San Diego. Guests from any state in the Union will find here a place to relax, meet friends, and renew old acquaintances. Visitors are invited to register. Room 1 1/2, House of Hospitality.

Cafe of the World

In the Cafe of the World, adjoining the Botanical Gardens, you can order dishes typical of the various countries of the world, French, Italian, Spanish, Swedish, English and so on. The corner Coffee Shop is open from 7 a.m. to 1 a.m. The main dining room seats 850 guests. It represents a Spanish courtyard with a stage at one side where a continuous show goes on. Dancing from one o'clock on—through the afternoon till after



Above—Typical to the smallest detail of a Spanish pueblo is the Spanish Village, a quaint group of shops and interesting displays. Below—The rip-roaring days of '49 are reproduced in the Gold Gulch at America's Exposition.

midnight. No cover charge. Two oval bars seventy feet long are presided over by twenty "international" bartenders.

The Palace of Fine Arts

The Palace of Fine Arts, one of the most beautiful buildings on the grounds, is designed in the plateresque style of the Spanish Renaissance.

As you walk toward the massive entrance, a facade of sculptured stone, figures of the great Spanish artists, Velazques, Murillo and Zurbaran, look down upon you from their niches overhead. Inside, in the cool vaulted hallway, California flowers flank a playing fountain and you are in the portals of art.

This gallery holds one of the West's finest collections of painting, sculpture, and other arts, from the old masters to the latest of the modern school.

The progress of art in California and the Southwest is shown in one group from the days of '49 to the present.

A special representation features the work of Ammi Farnham and Charles A. Fries, now past 80, who were the first artists here in San Diego. Present day painters include William Keith, Thomas Hill, and Albert Bierstadt with "Yosemite Valley" from the New York Public Library.

Moderns include the surrealist, Lorser Feitelson, Raymond Jonson, the abstract painter, and the internationally-known sculptor, Archipenko. Mr. Aime B. Titus is Curator of Fine Arts for this exhibition.

Among Old World paintings are Rubens' "Holy Family," Cranach's "Saxon Courtier," Zurbaran's "St. Jerome Receiving Heavenly Inspiration," Murillo's "Penitent Magdalene," "The Mystic Marriage of St. Catherine" by the "Master of Frankfort," and others.

One room is devoted to contemporary painting and sculpture. The styles range from naturalism into impressionism, post-impressionism and to those of the present day.

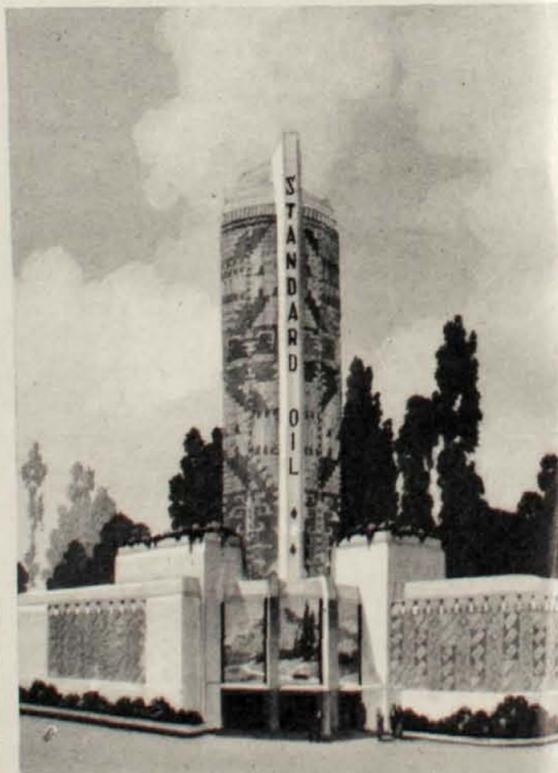
Besides painting and sculpture, there are hundreds of rare pieces of pottery, metal work, craftwork, prints, hangings, stained glass, and a collection of early American glass and old Korean pottery.

Magnificent old tapestries include a rare Gobelin made about 1700 by order of King Louis XIV of France, picturing, in silk and wool, the sacking of the Village of Pfalz.

In a special Decorative Arts Room, all etched-platinum scenic panels by Anton Blazek; decorative hand-blocked and painted fabrics; wood carved panels; hand-made jewelry; book bindings; and a fine collection of ceramics. Elizabeth Sherman is Curator of Crafts and the Children's Departments.

In a group of modern craftwork of particular interest is pottery by Arthur Markham of San Diego; masks by Wm. F. Wilmurt of La Jolla; and glass by Glen Lukens where several colors are skillfully blended and fired together.

Of interest to the younger generation are brilliant circus screens, an armoured knight, a mermaid mosaic bird bath, aeroplane models, Howard Pyle's knight pictures, Virginia Frances Sterrett's colored illustrations



Above—Typical scene in the House of Pacific Relations. In this picture officials of the California Pacific International Exposition tender to Yugo Slavia its bungalow headquarters. Lower left—Junipero Serra plaque dedicated to the founder of California Missions. Lower right—Standard Oil Tower to the Sun within which "illuvision" shows the wonders of the National Parks.

from the Arabian Nights, Maxfield Parrish's original painting of the "Entrance of the King" from the "Knave of Hearts."

Throughout the Gallery, the exhibits have been arranged in decorative groupings. Louise Darby has had charge as Director of Installation.

Two worthwhile catalogues are available. One on the Arts of the Southwest; the other on the permanent collections and special loans, Occidental, Old and Modern arts, and Oriental arts.

Plaza Del Pacifico

This great central quadrangle fronting the magnificent Palace of Fine Arts at one end, with the Organ Amphitheatre at the other, is the focal point of the entire Exposition Grounds. In the center spanning the main thoroughfare, is the huge 50-foot Arco del Povernir (Arch of the Future). On each side this arch is flanked with oblong lagoons edged with green shrubbery and flowers. At night it becomes a rainbow of mirrored lights from under-water lighting. In the daytime, a colorful flower mart, gives it the effect of a Spanish street pageant. Beyond the lagoons to the south, enormous beds of purple petunias, asters and other flowers carpet the Plaza as far as the outdoor organ. Facing the arch is a fine bronze equestrian statue of El Cid, the Conqueror.

House of Charm

On the Plaza del Pacifico, just west of the Arco del Porvenir, is the House of Charm.

This is a palace of exhibitions of special interest for women. Business women, mothers, homemakers, debutantes and teachers will find this an engrossing place in which to spend considerable time.

Here are housed the exhibits of cosmetic manufacturers, makers of women's frocks, lingerie, gloves and shoes. Manikins model the smartest fashions for women. One section of the building is devoted to a big display of charts on visual education in home economics. A series of lectures will be given in the Hall of Charm on the subject of home economics, with trained experts in the field as speakers.

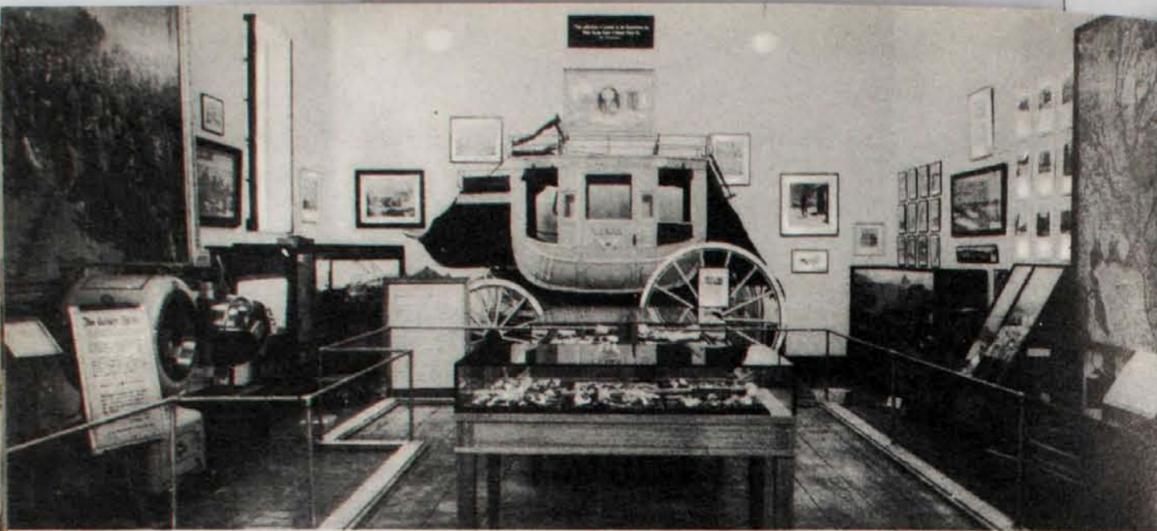
The foremost beauticians headed by Le Roy Gordon are gathered here to acquaint Milady with everything that is new in their domain.

For brief description of all exhibits see page 70.

Palace of Science and Photography

From the thousands of photographs submitted by 31 countries to the Fifth Annual Salon of Photography, over five hundred exceptional prints are being shown in the Palace of Photography that faces the Plaza just west of the Palace of Fine Arts. The Salon is the most important photographic event held in the United States this year.

Prizes were given for the best results in the following fields of photography: scientific, pictorial, professional and amateur portraiture, industrial, animal studies, natural color transparencies, and photographic miniatures in color.



Above—The Wells-Fargo historical collection, in the California Tower Building, recalls the romantic beginning of the American West. Center—Typical of the many interesting exhibits in the Palace of Foods and Beverages is the Junket exhibit. Below—The old Globe Theatre, where abbreviated versions of Shakespearean plays are presented. In this picture—old English dances on the green.

A complete store where you can buy the latest type cameras and every modern equipment for amateurs, including the new "fool proof" colored film called kodachrome for small movie cameras is in this building.

The Eastman Kodak Company has a display showing the history and progress of photography from the first box "pin-hole" kodak invented in 1833. An interesting relic is a strip of the first movie film developed by Thomas Edison and George Eastman. In the small Eastman theatre, Cine news events of the fair grounds are shown every half hour during the afternoon.

Of interest to many visitors is the famous collection of ancient glasses and spectacle cases.

A complete metropolitan book shop, with special displays of over twenty leading publishers, offers thousands of titles covering a wide variety of subjects and appealing to all ages.

For brief description of all exhibits see page 71.

Hall of Telephony

This interesting exhibit may be found on the Northwest corner of the Plaza de Pacifico, adjoining the Palace of Photography, where the Bell Telephone System provides the following continuous demonstrations, in each of which visitors are invited to participate:

1. Hear your own "telephone voice." Few people out of the hundreds of millions who see the telephone know what their voices sound like to those to whom they are talking. Installed here is a battery of instruments that will record your voice, so that five seconds later you can hear it yourself, and thus know how you sound over the telephone.

2. "See" your own "telephone voice."

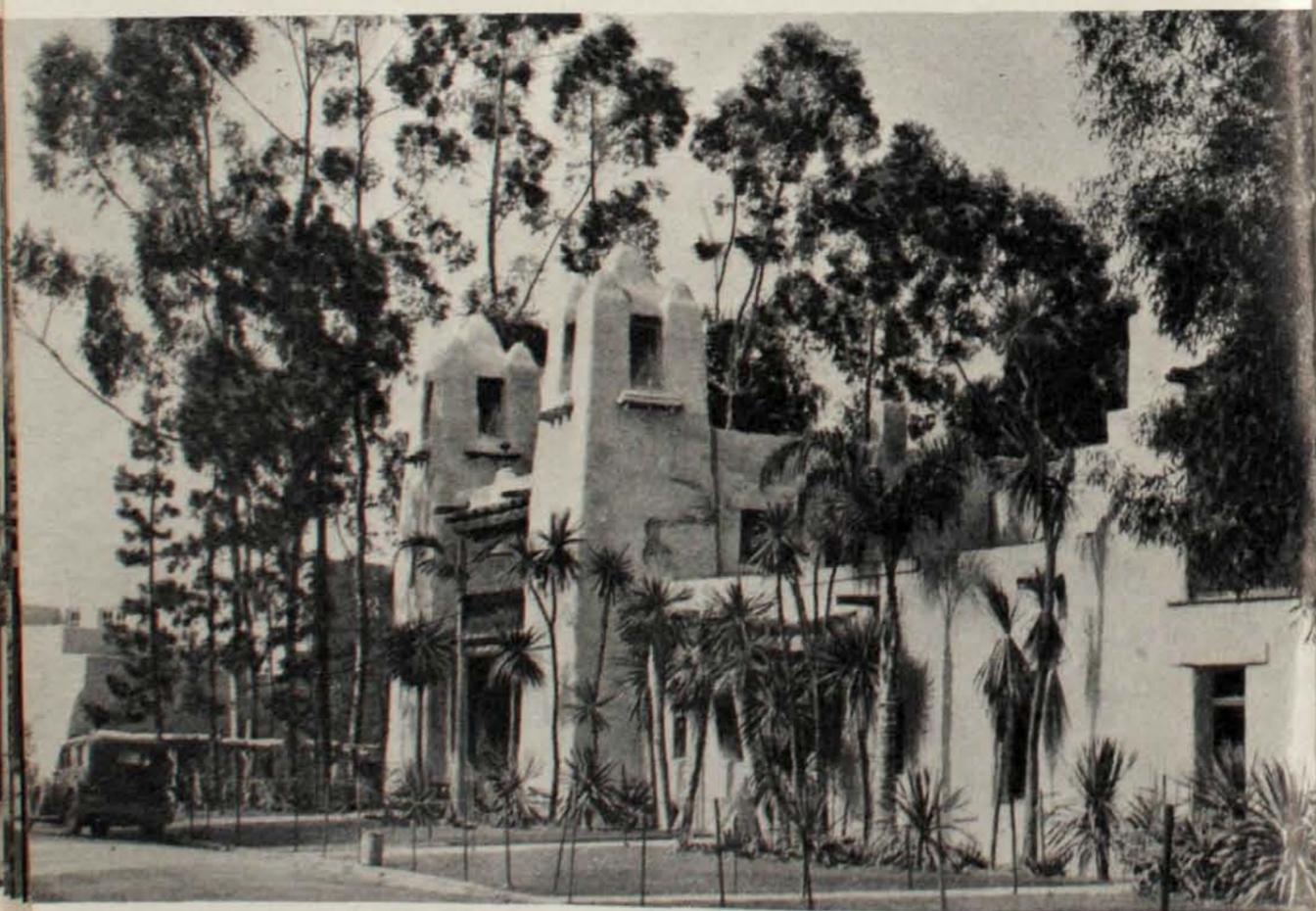
3. Hear the strange gibberish into which your "telephone voice" is "scrambled" in order to give privacy to trans-oceanic telephone conversations.

Alpha, The Robot

In the west wing is the exhibit of Alpha, the robot—from New York and London. Under the direction of his inventor, Professor Harry May, the 2000 lb. giant of chrome-plated steel armour, 6 feet 2 inches high, performs amazing feats at the mere spoken command.

California Tower Building Wells-Fargo Historical Collection

Here, in the famous collection of historic western Americana loaned to the Exposition by Wells Fargo Bank of San Francisco, you will be carried back to the days of '49. See one of the few Wells Fargo stagecoaches extant—an 80-year-old veteran of the Overland Trail, shipped round the Horn in the '50s. The renowned "Golden Spike," on public view for the first time since 1869, when the first transcontinental railroad joined East and West—and the original painting, "Driving the Last Spike." The Menendez collection of rare gold nuggets; an interesting display of early Colt's firearms; James Marshall's gold-mining tools; relics of the Pony



Above—The Outdoor Organ Pavilion at America's Exposition where concerts are held regularly. Below—The Palace of Education.

Express; bullet-scarred iron-doors from Chinese Camp; reward-posters for notorious highwaymen, rare old documents, bills-of-sale of gold mines, express waybills, maps, pictures—see the whole glamorous story of the Winning of the West.

San Diego Museum

The San Diego Museum Section is essentially educational, showing the history of man and his cultural growth. This permanent building had its inception at the Panama California Exposition, and was continued as a Museum. It embraces the material culture of early races as well as a complete collection of California archeology.

The Hall of Anthropology collections illustrate the evolution of the human species with life-sized figures of early man from the anthropoid ape through the primitives to modern man. Actual prehistoric skulls bear out the progression. Tools and weapons used during the various periods are grouped according to periods. This is the most extensive biological exhibit collection in existence. It was made by the Smithsonian Institution.

The North American Indian Exhibits include utensils, tools, weapons, ornaments, pottery, baskets, textiles, clothing, and Ethnological collections of the Indians of Southern and Lower California, of the Southwest, of the Plains, of Alaska, of the North Pacific Coast, and of the East and Middle West.

Life-sized figures illustrate primitive industries. Types of aboriginal villages and their inhabitants have been recreated in miniature.

Central America and South American Exhibits form the most decorative sections of the Museum. The general Mexican Exhibit will cover 4000 square feet of floor space.

The Mexican exhibits, largely modern day craftwork, come from various sections of Mexico, showing baskets, pottery, textiles, carved gourds. Replicas of Mayan monuments, bas-reliefs, murals, glyphic inscriptions and temple models from Guatemala and Yucatan. Strange stone "stelae" from Honduras, bronzes, copper and silver work from the Incas and an extensive collection of pottery, sculpture and implements of the earliest Mexican culture are also here.

Polynesia, the Philippines and the Orient are represented.

Antiquities from Tell-el-Amarna, Egypt and implements, weapons, ornaments of Abyssinians and other African peoples are on display.

Archery enthusiasts will find the Joseph Jessop collection the most complete ever exhibited.

The St. Francis Chapel, adjoining, reproduces the interior of a Mexican Mission. The carved wooden altar, overlaid with gold leaf, is flanked on both sides by old Mexican religious paintings. This quaint little chapel has been the setting for many weddings.

The Hoffman bronze group of 58 figures is lent to the Museum by Malvina Hoffman, who spent two years making a collection of racial types in every land.



Upper left—The Zoo, second largest in the world, is a favorite of the children. Upper right—The main Shell Information Building. Lower left—Monsters brought back alive—one of the Midway attractions. Lower right—Children and grown-ups flock to the midget village.

Old Globe Theater

(Admission 25 cents — Children 10 cents)

Located at the eastern end of Cabrillo Bridge is the Old Globe Theater, seating 600 persons. Entrance can also be made from the Plaza del Pacifico, between the Palace of Photography and Palace of Fine Arts. This unique playhouse, patterned after the original Old Globe Theater founded in London in 1599, presents abbreviated versions of Shakespearean plays, and also Marlowe's "Dr. Faustus."

The Old Globe Theater players have played over 1500 performances since their initial appearance at the Chicago World's Fair in 1933.

The repertory includes "Macbeth," "The Taming of the Shrew," "Julius Caesar," "As You Like It," "The Comedy of Errors," "King Lear," "All's Well That Ends Well," "A Midsummer Night's Dream" and Marlowe's "Dr. Faustus." With the exception of "Macbeth," which requires one hour for presentation, each play is 45 minutes in length. There are six performances daily at 2, 3, 4, 7, 8 and 9 o'clock.

On the village green outside the theater are hourly performances of old English country dances. Adjoining the theater there is an Old English tea room.

Organ Amphitheatre (Outdoor Organ)

Daily concerts are to be given at the great outdoor pipe organ—the largest ever built. It contains cathedral chimes, concert harp, drums and cymbals, features which are impossible to incorporate in the largest auditorium instruments.

Press Building

Representatives of America's leading magazines, wire services and newspapers are housed in the Press Building just southwest of the Organ Amphitheatre. Telegraph and telephone wires are kept humming as busy writers describe Exposition occurrences.

Christian Science Monitor Building

International good will is the feature of the Christian Science Monitor Building exhibit. It contains an elaborate historical display and reading rooms.

House of Pacific Relations

Flags of 21 nations of the world fly from the House of Pacific Relations, a colorful cluster of hacienda-type cottages nestled in a foliage-rimmed area north of the Plaza de America.

Floral patios, winding walks, rock gardens and pools make it one of the most attractive sites in America's Exposition grounds. Its welcome atmosphere is symbolic of the spirit to which the section is dedicated—international peace and emity.

Representatives of each of the 21 nations greet their countrymen there and visiting consular officials make the House of Pacific Relations their headquarters while in San Diego for the Exposition.

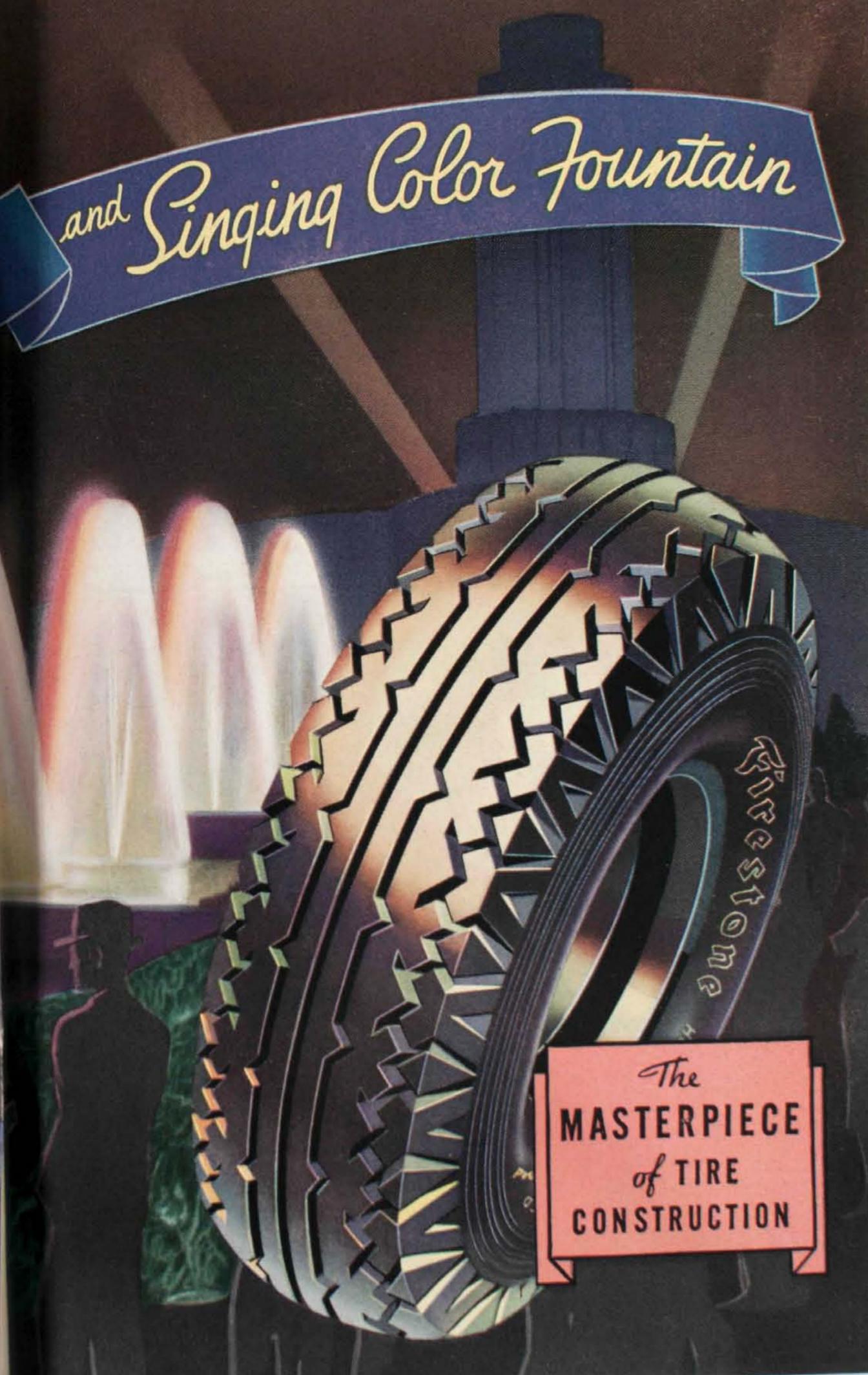
Visit THE
Firestone EXHIBIT

and Singing Color Fountain



Located in the palisades, this spectacular fountain is a modern marvel of sound and color. The changing colors in the water are controlled by the tones of the music — don't miss it.

At the Firestone Exhibit in the Ford Building you will see the actual production of rubber articles used in the modern automobile . . . also, technical and scientific instruments developed by Firestone chemists and engineers to demonstrate many interesting facts about rubber.



The
MASTERPIECE
of TIRE
CONSTRUCTION

monies. Radio and screen celebrities, as puppets, entertain. There's even the man on the flying trapeze.

California State Building

The California State Building is a vast treasure-house of the past, present and future in the progress of the State of California.

Over the high main entrance historic murals tell the story of California. At night the exterior of the building is bathed in a symphony of color from concealed lights.

Facing you, as you enter, is a huge map of the State of California. On both sides of the central panel, 100 feet long, are murals which emblazon the lore of the golden state since the days of the padres and old missions. To the right is a miniature map showing replicas of California homes and industries in a realistic reproduction. To the left is a relief map portraying the state's water resources.

Through the central area of the building are exhibits of the following state departments and divisions: Public Works, Architecture, Highways, Water Resources, San Francisco-Oakland Bay Bridge, Natural Resources, Fish and Game, Forestry, Mines, Parks, Oil and Gas, Agriculture, Motor Vehicles, California Highway Patrol, Finance, Indian Museum, Bureau of Printing, Criminal Identification and Investigation, Adjutant General, Athletic Commission, and SERA.

Proceeding to the right of the main entrance and surrounding the central area of the building are the following county exhibits: Redwood Empire Counties (including San Francisco, Marin, Sonoma, Napa, Mendocino, Lake, Humboldt and Del Norte); Stanislaus; San Francisco; Los Angeles; Los Angeles City Park Commission; Central Coast Counties (including Ventura, Santa Barbara, San Luis Obispo, Monterey, Santa Cruz, Santa Clara, San Mateo); Alameda; Riverside; Orange; San Joaquin; San Diego, and Mariposa.

West of the building is an exhibit of game birds and fish.

Ford Building

At the south end of the Plaza de America is the Ford Motor Company's permanent steel and concrete building. This, with the Ford Bowl and the Roads of the Pacific, form the Ford Exposition units—the most elaborate single exhibit of the whole exposition.

In the rotunda is a revolving hemisphere composed of twelve dioramas showing the use of Ford cars in various countries bordering the Pacific. On the walls are twelve additional colored dioramas giving a picture-story of the production of various materials used in the manufacture of the Ford car.

In the main exhibit building your guide will explain how the modern motor car springs from the raw materials of the earth and of modern industry's tireless search for better materials.

Next you will be shown the close accuracy of frictional surfaces as dramatically illustrated in the laboratory exhibits.

As you progress through the three halls in this building your lecturer shows you the principal processes in the fabrication of iron and steel into car parts, the manufacture of spark plugs and ignition wiring, and the processing of soy beans into car parts and oils used in car manufacturing and finishing.

In another section are scientific exhibits, displays of by-products manufactured in Ford industries and dark room exhibits of a stroboscope, X-ray photos, so-called perpetual motion machines, the electric eye and a dozen other ultra-modern industrial devices, including the Johansson blocks, which demonstrate how master gauges are kept accurate to two-millionths of an inch. In this same section is a demonstration by trained mechanics who tear down and build up again a Ford V-8 engine to show its accessibility and ease of maintenance.

In a central location in this hall are displayed three historic Ford cars, including Henry Ford's first car, built in 1893, the first Model A Ford, built in 1905, and the first Model T in 1908.

Continuing around the hall you find laboratory exhibits as well as displays showing the manufacture of rubber parts, safety plate glass and color enamels.

To your left is one entrance to the patio where you may sit and rest. Around its walls are a rare collection of tropical and semi-tropical trees, flowers and shrubs.

In the center of this patio are an eight-foot basin-fountain and pools over which flow one thousand gallons of water per minute. At night the fountain is flooded with lights from hidden sources in the base.

Ford Music Bowl

During eleven weeks of the Exposition, the Ford Motor Company is presenting five famous Pacific Coast symphony orchestras and the Mormon Tabernacle Choir of Salt Lake City, as well as concerts on the newly invented Electronic organ.

This amphitheatre seats more than 3000 persons. Orchestra concerts are scheduled daily, except Monday, from 2 to 4 o'clock in the afternoon and from 8 to 10 o'clock in the evening. The Tabernacle Choir, composed of more than 300 mixed voices, will fill a week's engagement, singing concerts of one hour each afternoon and evening. All concerts are open to the public without charge.

The season opened May 29, with Nino Marcelli conducting the San Diego Symphony orchestra until June 11. Then the Los Angeles Philharmonic Orchestra, Henry Svedrosky conducting, started a two-week engagement on June 21, followed by the Portland Symphony Orchestra, William Von Hoogstraten conducting; the Mormon Tabernacle Choir; the Seattle Symphony Orchestra, Basil Cameron conducting; and the San Francisco Symphony Orchestra, Alfred Hertz conducting. The music season ends August 22.

The music is broadcast several times weekly by the Columbia Broadcasting System.

Roads of the Pacific

As you leave the Ford Building you are given an opportunity to ride, free of charge, in Ford V-8 cars over another unit of the Ford Company's display. This is a pleasant and educational drive over the Roads of the Pacific—exact reproduction of fourteen famous old and modern roads in countries bordering the Pacific which have played important roles in the march of civilization.

These roads are reproduced in 200-foot sections on the slope of a picturesque canyon which lies east of the Ford Exposition Building. Some of them are shown as they are today, others are reproduced as they were built. Some, such as the Gold Road across the Isthmus of Panama, and the Summer Palace Road from Peking (Peiping), are centuries old.

As you ride along this half-mile long trip you will see the Yuma Road, the Summer Palace Road in China, the Benguet Road in the Philippine Islands, the Inca Highway in South America, the Gold Road on the Isthmus of Panama, the Cariboo Highway in Canada, the Richardson Highway in Alaska, the Oregon Trail, the Tokaido in Japan, the Old Spanish Road in Mexico, the Great North Road in New Zealand, the Western Highway in Australia, the Santa Fe Trail in the United States, and El Camino Real in California.

Firestone Singing Fountains

If you first enter the Plaza de America at night, you will make an O of your lips at the surprising beauty of the famous Firestone Singing Colored Fountains. Six misty fountains shoot their jeweled plumes of spray high into the air from a majestic pool 120 feet long by 20 feet wide. These fountains are directly in front of the Ford Building.

The pool is in the center of a large parkway, surrounded by flowers and lawn. Benches surrounding the parkway permit hundreds of visitors to enjoy concerts on the fountains every evening.

These fountains are the only ones of their kind and their interpretation of music with color is a beautiful and inspiring sight.

With certain notes the fountains appear to be plumes of flame and then, as the tone and pitch change, the color in them turns to the cooler shades of green and blue in harmony with the music.

Firestone Exhibit in Ford Building

Also in the Ford Building is the Firestone exhibit which contains a manufacturing unit where the rubber covered clutch and brake pedals for the Ford car are manufactured.

A small toy all-rubber automobile, manufactured at the exhibit, is distributed as a souvenir.

A miniature tire production line displayed shows each machine used in the process of tire construction.

Scientific facts about rubber, including how rubber comes from the tree, how it is treated to become commercial rubber and many novel and little known uses and facts about it are shown.

Palace of Electricity and Varied Industries

Just north of the Ford Music Bowl is the Palace of Electricity and Varied Industries.

Here is the celebrated "House of Magic" of the General Electric Co. Pop corn popped by radio waves, music transmitted over a beam of light and a kitchen that talks are only a few of the wonders. Application of new scientific discoveries and demonstrations of the principles behind many of the marvels of every day life are demonstrated. Admission is free.

The Los Angeles Bureau of Power and Light presents a large model of the transmission line for power from Boulder Dam. The Southern California Edison Co. shows the many novel household and industrial applications of illumination and electric power.

The children will like the presentation "Hansel and Gretel in the Sugar Forest."

In the Television Theater is shown the latest developments in the transmission of living, talking images through space. Admission is 25 cents, children 10 cents.

Also in the Palace of Electricity and Varied Industries is the Exposition Post Office.

For brief description of all exhibits see page 71.

Federal Building

On El Prado, just as it enters the Plaza de America, and just north of the State Building, is the gigantic Federal Building which houses the exhibits of the United States government.

Architecturally this is one of the most interesting of the new buildings. It is Aztec in motif and was suggested by the Palace of the Governor in Uxmal, Yucatan. The main doorway is a reproduction of the doorway to the Governor's Palace.

The activities of more than twenty departments of government are illustrated in the huge array of exhibits.

How the Post Office Department protects citizens of the United States from fraud is shown in an exhibit of specimens and photographs taken in the solving of famous frauds perpetrated by criminals through use of the mails. Bandit guns and "tommy" guns and methods of combating their activities by postal inspectors is shown.

The evolution of the air mail from its earliest stages to the present air mail is shown in an interesting short motion picture.

The Treasury Department's Bureau of Engraving and Printing exhibit actually prints government bonds, banknotes and stamps. The Bureau of the Mint has a complete collection of United States coins including the California Pacific International Exposition half dollar. Also in the exhibit of the Treasury Department there is a model of the new San Francisco mint and a display of the work of the Health Department.

The Smithsonian Institution has a display of Indian crafts and works.

The city of Washington is represented by a large model of the city including the capitol and the government buildings.

The great project of the Tennessee Valley Authority in developing and distributing the power of Muscle Shoals is demonstrated in a large exhibit.

Many of the hundreds of activities of the Department of Agriculture are represented, including its work of forest and game conservation, its work in flood and soil erosion control and the extension of benefits of new discoveries to rural communities. How weather is forecast and its benefits is also shown. Another display shows the workings of the Agricultural Adjustment Administration.

The Library of Congress contributes a display of famous books and manuscripts.

How the National Advisory Committee for Aeronautics aids the airplane industry is shown by means of models and displays.

The exhibit of the Department of Labor demonstrates the progress that has been made in eliminating child labor and in improving relations between business men and labor.

The far-flung activities of the State Department in aiding citizens of the United States wherever they go, for business or pleasure, is shown. Also in this collection is an interesting display of reproductions of famous state papers, documents and treaties.

The Government Printing Office has a display of fine books, prints and bindings.

The Department of the Interior shows some of the myriad activities of this widely spread department, including the national parks, and the administration of government lands and resources.

All of its work in bringing scientific aids to mariners and aviators are shown in the Department of Commerce Section. In the Bureau of the Census display, the exact population of the United States at that moment is shown by a huge moving dial which, every 48 seconds, clicks the gain of one person.

The United States Navy displays modern weapons of warfare, an interesting group of flags and insignias, models of airplanes and airplane motors, diving suits, warship models and an exhibit of the Marine Corps.

The Veterans Administration has an exhibit covering its activities.

How the "G-Men" get their man is thrillingly depicted in the Department of Justice exhibit.

The Federal Building is one of the outstanding buildings. Allow ample time to see it.

Standard Oil Tower to The Sun

Soaring 108 feet into the air at the north end of the Plaza de America is the Standard Oil Tower to the Sun.

Of Mayan architecture, the Tower to the Sun is visible from almost every point within the Exposition area. It is dedicated to the western National Parks.

Within is the remarkable "Illuvison Show," by means of which and an animated map, a trip through the western national parks is illustrated. Colorful replicas of national park scenes, with real people in them, dissolve into view then fade away as other scenes take their place.

Latter Day Saints Building

Members of the Church of Latter Day Saints will be able to stop in and visit their own headquarters building on the Exposition grounds. It is located near the Houses of Pacific Relations. An interesting pictorial display shows the history of Utah and the Latter Day Saints Church on Utah Day.

Travel, Transportation and Water

On El Prado, between the Federal building and the Spreckels Outdoor Organ, is the Palace of Water and Transportation. Within are exhibits which tell the graphic story of the strides made in transportation during the last four hundred years.

Visitors, both young and old, are entertained by the miniature working model of the Santa Fe Railroad between San Diego and Chicago. Built to exact scale, passenger and freight trains travel across desert and mountains, through tunnels, and over bridges. Traffic is regulated by means of a miniature block signal system, perfect in every detail.

Colored transparent pictures and a travel lecture take visitors to the many historic and scenic points reached by the Southern Pacific Railroad. Interiors of crack Southern Pacific trains are shown by models.

All sorts of power units—gasoline engines, diesel engines, tractors and motive power of various sorts are demonstrated.

The Transamerica Co. has a motion picture theater in which is shown the many phases of co-operation between the Bank of America and the industrial and agricultural interests of the state.

One of the principal features is the exhibit of the Los Angeles Metropolitan Water District Company, offering an interesting explanation of its tremendous project of supplying water from Boulder Dam to Southern California cities.

For brief description of all exhibits see page 72.

Shell Information

Entirely different from ordinary structures, the Shell Building is in the form of a giant shell nearly sixty feet high. It reproduces in perfect proportions the Shell trademark.

Two of the murals inside the building portray the history of transportation in the West, contrasting a wagon train laboriously working its way westward, with today's motor cars and airplanes.

Chief interest, however, centers in the great highway map. This mural, done in perspective with relief effect, reproduces the curve of the Pacific slope from the Rockies to the Pacific, including western Canada and part of Mexico. Highways are marked electrically, the light moving automatically along the road to point out various routes.

The highway map is thirty-eight feet long and more than seven feet high and depicts fifteen thousand miles of major highways.

Casa de Tempo

All who have any interest in a home will see one of the most completely equipped and artistically planned model dwellings called the Casa de Tempo on the Exposition grounds. This California Colonial home, of Monterey design, has twelve rooms—five baths, and a two car garage adjoining—and is valued at \$50,000 including its beautiful modified Georgian furnishings.

Here is the place to find out about the newest type of structure, roofing, insulation, piping—your every question is anticipated from termite-proof underpinnings to sun-deck furnishings.

The latest examples of the decorator's art are epitomized in the interior. The furniture interestingly combines in Tempo style various pieces. The garden is what every house owner dreams his garden will be some day.

The Zoological Gardens

The great Zoo, whose entrance is just north of the main gate is the best part of the Exposition for the children. Finest Zoo in America, next to the Bronx in New York.

At certain hours on the Elephant Mesa, children can ride on burros, ponies, and camels.

Special things to see: Trained seals bouncing balls every afternoon at half past two. The giant tortoise 450 years old, and the new baby one, weighing 11 ounces. Mrs. Penguin-with-her-white-apron. The kindergarten of baby lions and tigers, just weaned. The lambkin pen, with 10 kinds of sheep and goats. The Martin Johnson gorillas, Mbombo, the reddish, jolly playboy, and Imgagi, the black, pensive "thinker." The pet tapir named Mickey. Rare, fur-bearing sea mammals. Man-of-war birds. Tree egrets, Andean condors, Nubian ostriches, African water buck, American pronghorn antelope and Siberian brown bear.

The two mountain gorillas are the only ones in the world living in a zoo. They are valued at \$100,000, and were captured in the upland country of the Belgian Congo by the Martin Johnsons.

The easiest way to see the Zoo is to visit the cages in the order given: Reptile House, Seal Lagoon (Rare Elephant Seals are shown in this lagoon—the only place in America where you can see them). West of the seal lagoon are the 33 Monkey Cages. North of these are the Parrot Cages, the Turtles and Tortoises. Then the Burrowing Cages where live those noisy denizens—the prairie dogs. East from them are 18 cages of local birds—the Eagles Cage, all the vultures and birds of prey. Then the Highest Aviary in the World—real trees growing in it—and spoon-billed herons, red-legged flamingos and dancing cranes. Next is the Stork Pen where you catch that bald-headed bird at home! Nearby are the Cassowary and Emu Group, the Goose Pond Specimens, Wild Duck Pond. And north of these bird paddocks is the lake of the Sea Lion. Then the White Pelican Pond, Deer Mesa, Peccary Den, and Sea Fowl Pond.

Next visit the simulated jungle where concealed moats protect you as you watch Leopards, Tigers and Wolves, without iron bars to spoil your vision. Eastward is the Crocodile Pond; then the Lion Grotto, the Burro Track, the Camel Compound, Elephant Stockade, and Bear Grotto.

Japanese Tea Garden

For a refreshing, delightful spot, go through the red Torii gate to the Japanese Tea Garden. Red lacquer bridges, dwarfed gardens, trailing wistaria—and little Japanese maids in flowered kimonos who give you a smile with your tea and fortune cakes. Try their new ways with tea—frapped, iced and with fruit, etc. Could **anything** be cooler! And they serve the special Japanese dishes that Americans like.

Hollywood Potteries Building

California has developed a pottery of its own—that is well represented in the Hollywood Pottery Building. This Pacific Pottery features new colors, glazes and shapes entirely unlike pottery from other parts of the world.

The garden in back is fitted out with a small operating kiln to show how the pottery is made and an old-time potter spins hand-made shapes with old-fashioned potter's wheel.

Spanish Village

Typical of a village in old Spain, to the smallest architectural detail, the colorful Spanish Village has many points of interest. In the Spanish Restaurant you can have a real Spanish or Mexican dinner, served in the beautiful Spanish patio with Spanish Senoritas singing and dancing to the click of castanets and the thrum of guitars.

The Laguna Shop of Color features California Color in handmade pottery and hand dyed fabrics. Located in the east end of the village.

Other shops and exhibits display jewelry, novelties, art, and other typically Spanish products.

McClay's Children's Theatre features famous Kiddie Stars from Hollywood. Actual juvenile motion picture stars in person. Authentic personal parts played by children who appeared in "Midsummer Night's Dream," George White's "Scandals," Hal Roach Comedies, and other attractions.

For brief description of all exhibits see page 72.

U. S. Army

A provisional company of picked men and a band from the 30th Infantry, U. S. Army, are stationed at the Camp "George H. Derby" in the Exposition Grounds. The camp is on the Zocalo, south of the Indian Village.

Every evening at five o'clock retreat ceremony is conducted in the Plaza del Pacifico—colorful and thrilling, well worth seeing.

U. S. Navy

The U. S. Fleet with 130 warships and auxiliaries, 55,000 officers and men assisted in the opening of the fair and was in San Diego harbor from June 10 to June 30. The fleet will return for another visit from August 19 to September 1.

Broadcasting and Public Address System

The official public address system of the California Pacific International Exposition, sponsored by the Associated Oil Company, is the largest announcing network of its kind and is used to broadcast music, talks and special announcements over the seven stations comprising the network covering the entire area of the Exposition.

Both live talent and record music is featured on the network and the entire system is operated from the central radio studios south of the Palace of Better Housing. Through selective apparatus, music appropriate to different areas of the Exposition is released simultaneously to different stations. The studio libraries are equipped with a catalogue file containing more than 3,000 of the new vertical cut musical recordings. More than 150 units are covered in the broadcasting system with sufficient power to operate a large radio station.

The studios of the Public Address network are combined with the broadcasting studios of the radio building where programs are released daily to the principal radio networks of the United States. Two large glass-enclosed studios permit visitors to see and hear all programs presented in the radio building.

The Midway

One of the world's greatest aggregations of amusement shows and educational exhibits has been assembled for the giant \$1,500,000 midway of the California Pacific International Exposition.

Most of the midway shows front on the Zocalo, the central thoroughfare leading north from the Spanish Village to the northern boundaries of the Indian Village, but there are other great shows located in other parts of the Exposition grounds.

"End of the Trail"

(Indian Village)

More than 100 Indians, representing twenty-five different tribes, have been gathered together in the kaleidoscopic Indian Village for the gigantic "End of the Trail" spectacle.

Rug weavers, pottery makers, basket and arrow makers, featherers, silver smiths, and other skilled artisans from many reservations are seen at work in the same manner that their ancestors worked hundreds of years ago.

Ceremonials include the ancient "Sun Dance" and "Snake Dance" of Arizona tribes. There are spirit and war dances, in which Indians from over twenty-five tribes take part, Sioux, Hopis, Navajos, Choctaws, Aztecs, Ottawas, Mohawks, Iriquois, Shastas, Black Hawks, Cherokees. Indian sub-chiefs, holy men, medicine men, snake dancers, sacred signs, symbolic painted rocks, Indian flags, spirit poles, tribal chants, solemn dances are only a few of the attractions.

In this company are Black Hawk, the famous Mohawk dancer, world traveler, lecturer and expert archer; Jim Thorpe, the famous Indian athlete, winner of hundreds of honors and medals and former football and baseball star; Watah Montezuma, Aztec dancer and descendant of one of the most famous of Mexico's ancient medicine men; Thunder Cloud, nationally known Cherokee singer and dancer, who for four years enacted the title role in the "Lone Indian" radio programs and Willow Bird, son of the famous Pueblo-Apache chief who walked to Washington during the Civil War to plead for his fellow tribesmen whose land was being overrun by white men. Tat-Sum-Bo, Piute psychic is also in this beautiful "End of the Trail" show.

Shows from 11:00 A.M. to 9:30 P.M., every half hour. Four major feature shows in which all the Indians take part, are at 11:30, 2:30, 5:30 and 8:30. Various attractions are offered between shows by all the Indians.

The Indian Village also houses authentic relics from the time of the early Indians through the Revolutionary and Civil War periods. These have been loaned by noted collectors.

Gold Gulch

(Admission free although area contains pay shows)

Gold Gulch—down a ravine into 21 acres of raw Western mining town country. Stage-coaches rumbling down the narrow roads. All the thrill and excitement of the rip-roarin' days of '49! Aside from the fun of it, it's a faithful "movified" version of the pioneering period by a Hollywood motion picture art director.

Ten cents for a burro ride, down past the Shooting Gallery, Blacksmith Shop, Horse-shoe ring punctuated with hitching posts and whiskered miners.

Visit the old Stamp mill, assay office, the Pioneer Dance Hall and old-time bar-room. The Old Mill, with a flume of water to turn the wooden wheel, presses out the best cider you ever drank! And coffee out of a tin cup tastes grand at the Gulch Chuck Wagon—not to mention steam beer by the scupper. The cigar shop has the inevitable Wooden Indian out front. The mighty smithy-at-his-forge turns out rings and medals from horse-shoe nails that delight the youngsters. Step right up, gals, and have your pitcher took, at the tin-type gallery! The boy-friend can be photoed with whiskers, six shooter revolver and ten gallon hat—and be leaning against a burro, if necessary.

Gold Gulch isn't just a show. It's real. It savors of the days of Mark Twain, Bret Harte and John Sutter. You rub shoulders with such characters as Liminatin Lem, Gopher Joe, Screw Bean Benny and the "spattenest tabecker spatter" in town which you probably remember in Oliver's "Desert Rough Cuts."

The heathen chinee and the strange characters from the four corners of the world will be there—just as in '49. And you? Well you'll be one o' 'em, stranger.

Zoro Gardens

In a sylvan setting known as Zoro Gardens, just inside the main entrance, there has been gathered a group of nature lovers composed of more than a score of young women and handsome men.

Programs of dances and athletic performances are held both day and evening, and the members of the colony are in view continuously.

Life

One section of the "Life" show depicts the evolution of man. The other is an exhibition of human embryology demonstrated by real specimens

Boulder Dam

This immense "to-scale" representation offers a more comprehensive idea of the scope and workings of this great project than a trip to the Nevada dam site would give. It is an enormous working model, built

accurately to scale, and showing every essential detail. Lecturers simplify the intricate engineering feat so that any one can grasp the problems involved and understand how they were solved.

"Miss America"

Beautiful girls were selected through contests in each state and province of the United States, Canada, and Mexico and brought to San Diego to participate in this final contest for the title "Miss America." Hollywood studios have also sent charming girls to take part in this presentation.

Venetian Glass Blowers

In the palace of the Venetian Glass Blowers are experts from Italy working in the ancient art that has been handed down from father to son since the days of Babylon* and mediaeval Venice.

Glass creations are made to your individual order under the direction of Raoul Ramieri, scion of a family long famous in the art of glass blowing. Here, also, is an Italian cafe.

Monsters Brought Back Alive

Reptiles of various descriptions from all parts of the world, including giant pythons from the Malay Archipelago and venomous cobras from East India. The largest specimens are 32 feet long and weigh 480 pounds.

Gay's Lion Farm

In the famous Gay's Lion Farm, well-trained full-grown specimens of the King of the Forest and lion cubs, many of which have played hair-raising parts in Hollywood motion picture studios, demonstrate their intelligence in a series of unusual performances.

Globe of Death

Daredevil motorcycle riders are featured in the Globe of Death attraction. Inside an enormous globe of latticed steel, daring stunt riders perform motorized acrobatic stunts similar to those done by stunt aviators.

Laff in the Dark

The Laff in the Dark comedy attraction features a tunnel ride—a unique fun feature that is not dangerous. It is constructed on the ground level, not built on trestles or suspended.

Loop-O-Plane

The Loop-O-Plane is an aerial thrill show. The cars are whirled in a wide loop simulating the loop-the-loop of an airplane.

Swooper

The giant Swooper, 65 feet by 65 feet in size, is constructed of a strong steel framework.

It is equipped with 15 cars, seating 30 adults or 45 children.

Toyland Kiddie Rides

(On Avenida de Espana back of Midget Village)

This is the delightful pony ride for children featuring the trained circus ponies, Miniature Auto Rides, little seaplanes and the big Ferris Wheel.

Log Rollers Show

Demonstrates the nimbleness of lumberjacks in western timberlands. A huge tank of water contains logs of varying sizes, upon which lumberjacks perform feats of skill and daring.

Days of Saladin

The colorful pageantry of the Third Crusades during the 12th Century is the keynote of the "Days of Saladin" extravaganza which features the educated Arabian horses from the W. K. Kellogg ranch at Spadra, Calif.

Here is depicted the historic friendly meeting between Richard and Saladin, chieftain of the Saracens, when the latter presented Richard with several of his finest Arabian steeds.

This also presents the Liberty drill team starring the famous Arabian horses and the Gaucho mounted chorus of eight beautiful girls who demonstrate the adaptability of the Arabian horse for riding and dance routines.

Midget Village

Midget Village presents a model farm establishment built on a doll-house scale.

Here are midget farm buildings, midget poultry and all manner of midget livestock. The little people of the miniature community tend a midget orange grove, the vegetable gardens and fields of midget grain.

Century Sensations

This Century of Progress show is an illusion employing the refraction of light to achieve its unusual effects. No mirrors are used. Beautiful girls seem to be floating in moonlit heavens and in mid-air.

Believe It Or Not

Millions are acquainted with Robert L. Ripley's famous "Believe It Or Not" newspaper feature. Many of the oddities featured in the "Believe It Or Not" newspaper series are shown "in person" at the "Believe It Or Not" exhibit.

Crime Never Pays

This attraction displays Dillinger's armored motor car and approximately 125 different types of offensive and defensive weapons used by police and outlaws.

Egyptian Gallery

Included in the collection is Egyptian and Syrian works in brass, inlaid silver, wood and mosaic with mother of pearl; also silk, gold and silver brocades.

"Stella" and Lens Wonders of the World

"Stella" is unique because of its third-dimensional effect. It is one of very few paintings ever produced in flat colors, possessing no shine or gloss, that has lifelike quality.

In "Lens Wonders of the World" are camera masterpieces of leading camera pictorialists of the world.

OVER THE BORDER TO MEXICO

By taking an enjoyable 20-mile ride from the grounds of America's Exposition, San Diego visitors can glimpse life in Old Mexico—see Tijuana, a typical border town, and Agua Caliente, "America's Deauville."

The Mexican Government has made this section a free port. Goods from all over the world are imported duty free. American visitors may bring back up to \$100.00 worth of merchandise for personal use monthly—and one bottle of certain liquors.

Things To Do in San Diego

Possessed of natural facilities and an even climate found in few cities of the world, San Diego is recognized as a "sportsman's paradise."

The visitor to America's Exposition will find plenty of activity, swimming, sailing, golfing, horseback riding, fishing or attending sports functions. Almost every form of sport is carried on.

Beaches

There are numerous beaches within a few miles of the business district, and, for those who do not care for the rolling breakers of the ocean, San Diego offers its own bay and Mission Bay.

Coronado, Ocean, Mission and Pacific Beaches are 10 miles west of the city and each has a smooth-water bay area within short walking distances. Coronado is reached by ferry, while the other beaches are accessible by regular street car service.

Sailing

Four yacht clubs, the San Diego, Coronado, Southwestern and Mission Bay, conduct year-around schedules of racing. At Mission and Glorietta Bays, small sail boats as well as canoes and row boats are for hire by the hour.

Included on the yachting program for the Exposition months are the Pacific Coast, Southern California and International Star championship regattas which will bring to San Diego harbor fleets of as many as 700.

Golf

A fine municipal golf course is two miles from the business district in the southeast corner of Balboa Park. There are an 18-hole championship layout and a short nine-hole course.

La Mesa, Emerald Hills, Coronado and Agua Caliente Country Clubs are open to players and all are completely turfed with grass greens. La Mesa and Emerald Hills are a short drive through the eastern section of the city. Coronado is across the bay and reached by ferry. Agua Caliente is, of course, across the border.

In addition, there are the San Diego and La Jolla Country Clubs, open to members and guests. The San Diego course is on the main highway toward the Mexican border. La Jolla is 16 miles north of the city. In Old Town, the historic community where San Diego was founded, is the Presidio Hills pitch and putt course, a grassed layout.

Fresh Water Fishing

Fresh and salt water fishing in San Diego county attracts sportsmen from throughout Southern California. The system of reservoirs provide ideal fresh water angling and the season is open until Nov. 1. State

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licenses cost \$2.00, lake permits \$1.00, and a boat, if one is desired, 50 cents. Bass, trout, perch and crappie are the most plentiful varieties of fish.

Countless mountain streams annually yield big catches and some of the favorite haunts are little more than an hour's drive from the city. Among the lakes most popular are Sweetwater, Lower and Upper Otay, Henshaw, Cuyamaca and Hodges. Sporting goods stores will supply information.

Ocean Fishing

Salt water anglers have at their disposal several barges anchored a few miles offshore near the kelp beds and a big fleet of live-bait boats which make daily excursions into Mexican waters. Prices for trips on these vessels range from \$1.50 to \$3.00, and Mexican licenses, when those waters are invaded, cost 50 cents. Bait is provided without extra charge and all craft have modern accommodations. Barges accommodate overnight parties and several companies hire out speedy live-bait boats to parties also. See daily program section for other information.

Horses

Numerous riding academies in the district have horses for hire by the hour. For those who prefer watching others do the galloping, there is the race meeting at the Agua Caliente Jockey Club and weekly polo games in Mission Valley. Mission Valley is within the city limits, a short drive from the Exposition grounds. Shell information will give directions.

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Mission San Diego De Alcala

One of the things which visitors to San Diego will wish to see is the Mission San Diego De Alcala. This is in Mission Valley, 6 miles from Old Town, San Diego. The Mission was founded July 16, 1769, by Fra. Junipero Serra. It was restored in 1931 and contains an interesting mission exhibit.

Pilgrimage Play

While fair visitors are so near Los Angeles, many will want to see the beautiful Pilgrimage Play, of the Life of Christ. Endorsed by the Clergy of all sects, this authentic and reverently-produced play is to be staged in a picturesque amphitheatre in the foothills just opposite the Hollywood Bowl; its natural scenery strikingly resembles that of the Holy Land.

The Pilgrimage Play opens July 11 and runs through August. Information and tickets at all tourist agencies, larger hotels and at information booths on the exposition grounds. Main ticket office and Theatre is at 2580 North Highland Ave., Hollywood.

Hollywood Bowl

Hollywood Bowl opened its fourteenth season of Symphonies under the Stars July 16 and will present 32 nights of symphonies, ballets and operas in concert form.

Willem Mengelberg, celebrated Dutch conductor, will open the Bowl season and remain for ten concerts. He will be followed by Bernardino Molinari of Rome, Jose Iturbi, dynamic Spanish conductor, Ernest Schelling of the New York Philharmonic and Otto Klemperer, distinguished conductor of the Los Angeles Philharmonic.

Eight ballets, four operas in concert form including "Aida" "Traviata," "Lohengrin" and "Eugene Onegin" are scheduled.

Southern California

Southern California is a land of extremes and contrasts. Its geography, its scenery, its industries, and its agriculture are startlingly varied. Within two hundred miles of Hollywood, the movie studios shoot almost every type of scenery to be found throughout the world. A few hours' drive will transport you to the Alps, the South Seas, the Sahara or the Black Forest—of Southern California.

If you are interested in Missions, as most out of the state visitors are, follow the Camino Real. Many of the missions have been restored, others are interesting ruins. All are representative of an institution that was not merely a chapel but the hub and center of a frontier colony. Agriculture from the hundreds of thousands of citrus groves to hundreds of square miles of cotton is to be seen. There is every sort of sport, every sort of amusement, art galleries, famous libraries, and many musical treats this year. Information will be given you by the All Year Club of Southern California, Chambers of Commerce of Los Angeles and San Diego, San Diego Convention & Tourist Bureau, and the Automobile Club of Southern California. Shell information on the Exposition grounds will assist you.

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Calendar

OF SPECIAL EVENTS

AT AMERICA'S EXPOSITION—(July 21 to November 11, 1935)

- SUNDAY, JULY 21**—Radio Fiesta
Swedish Day
Schumann-Heink Day
Norwalk Day
Roscoe Day
Southeast Chambers of Commerce Day
Qualitee Day
Farm Week (15 to 21, inclusive)
- MONDAY, JULY 22**—National Automotive Day
- WEDNESDAY, JULY 24**—Utah Day
Spiritual Science Day
- THURSDAY, JULY 25**—Organist Guild Day (under the auspices of The National Pacific Coast Organist Guild)
- FRIDAY, JULY 26**—Realtors Day (under the auspices of the California Real Estate Association)
Utah National Guard Day
- SATURDAY, JULY 27**—Embalmers Day (under the auspices of the California Embalmers Association)
California Association of the Deaf
Junior Chamber of Commerce Day
Spanish War Veterans
Delta Zeta Sorority
Beverly Hills Day
- SUNDAY, JULY 28**—Gamma Eta Kappa Day
Ohio Day
Pacific Coast Association of Magicians
Business and Professional Women's Clubs
German Day
Spanish War Veterans
Exchange Clubs Day
- MONDAY, JULY 29**—Christian Churches
- WEDNESDAY, JULY 31**—Michigan Day
- THURSDAY, AUG. 1**—Colorado Day
- FRIDAY, AUG. 2**—Yeoman Mutual Day
- SATURDAY, AUG. 3**—Chiropractors Day
National Association of Power Engineers
Universities of the Northwest
Girl Reserves of the Y. W. C. A.
Peace Officers Day
Marnet Week Day (sponsored by Domestic Trade Dept., L. A. Chamber of Commerce)
- SUNDAY, AUG. 4**—Beauty Operators Day (under the auspices of the San Diego Beauty Operators Association)
National Elks Day
Blue Star Championship Regatta (sponsored by the Star Boat Fleet of the Western Coast)
Alhambra Day
- MONDAY, AUG. 5**—Pacific Coast Championship Yacht Regatta (sponsored by the San Diego Yacht Club)
Rainbow Division A. E. F.
- TUESDAY, AUG. 6**—New Jersey, Delaware, and Maryland Day
- WEDNESDAY, AUG. 7**—National Methodist Youth Day (under the auspices of National Epworth League)
- THURSDAY, AUG. 8**—Nat. Colony of New England Women
New England States Day (Massachusetts, Vermont, New Hampshire, Connecticut, Rhode Island)
- FRIDAY, AUG. 9**—Redlands Day
Architects Day
Western Regional Conference of Civil Service
- SATURDAY, AUG. 10**—Retail Meat Dealers "Golden Anniversary Day"
Kiwanis Day
Missouri Day
Food Brokers and Manufacturers Day
Inglewood Day
Jobs Daughters
- SUNDAY, AUG. 11**—Lodge of Ahepa
Greek Day
Wisconsin Day
Glendale Day
Nat'l Ass'n of Retail Grocers
- MONDAY, AUG. 12**—Japanese Student Day
California Laundry Owners & Employees Ass'n Day
Chicago Day
- TUESDAY, AUG. 13**—Daughters of 1812
- WEDNESDAY, AUG. 14**—National Democrat Women's Day (under the auspices of Women's Democrat Club of San Diego County)
Jewish Women's Day (under the auspices of the San Diego Sec., Nat'l Council of Jewish Women)
- THURSDAY, AUG. 15**—Dixie Day (including Va., N.C., S.C., Miss., Tenn., Ga., La., Fla., Ark., Okla., Ala., Ky.)
Dairy Industry Day
- FRIDAY, AUG. 16**—New Mexico Day
Pioneer Day
- SATURDAY, AUG. 17**—Montana Day
Knights of Pythias
Arden Dairy Farms Day
Buddhist Day

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SUNDAY, AUG. 18 — Postal Supervisors Day (under the auspices of the California Association of Postal Supervisors)

Delta Sigma Theta Sorority (Colored)
Japanese Day
American Motorcycle Ass'n National Exposition Tour

MONDAY, AUG. 19—National League of American Pen Women

Royal Neighbors of America
TUESDAY, AUG. 20—New York Day

WEDNESDAY, AUG. 21—Music Teachers Day (under the auspices of the Music Teachers Association of California)

Texas Day
THURSDAY, AUG. 22—National Radio Day

Old Time Seaman's Day
Washington, D. C. Day

FRIDAY, AUG. 23—League of Hard of Hearing Day

SATURDAY, AUG. 24—National Negro Day

SUNDAY, AUG. 25—Young Ladies Institute

Yugoslavia Day
Delta Chi Sigma Day

Townsend Day
Purchasing Agents Day
Daughters of British Empire Tea

MONDAY, AUG. 26—C.C.C. Day

Navy Mothers' Day
TUESDAY, AUG. 27—Gay Nineties Day

Maine Day
Nat'l Locksmith's Ass'n Day
Aid Ass'n for Lutherans Day

Orphans Day
WEDNESDAY, AUG. 28—National Sojourners Day

THURSDAY, AUG. 29—Charles Wakefield Cadman Day

SATURDAY, AUG. 31—National Inter-Fraternity Council Day

Richfield Oil Company (Jimmy Allen Day)

Pan-Hellenic Reception
Modern Woodmen of America
Osteopathic Day

SUNDAY, SEPT. 1—Modern Woodmen of America

Richfield Oil Company (Jimmy Allen Day)

The Cactus Succulent Society of America
Barbers Day
Lutheran Day

Irish Day
MONDAY, SEPT. 2—Welsh Society Day

Western Public Golf Championship Day (sponsored by the San Diego Public Links Association)

Escondido Day
Modern Woodmen of America
Irish Day

FRIDAY, SEPT. 6—Art Guild Day

British Empire Day
Nat'l Funeral Directors Day

New Mexico Day

SATURDAY, SEPT. 7—National Fire Fighters Day (under the auspices of the California State Firemen's Association)

Steuben Day
Western Assn. of Art Museum Directors
British Empire

SUNDAY, SEPT. 8—Czechoslovakian Day

MONDAY, SEPT. 9—Stanford Day
Native Sons and Daughters

Electrical Engineers Day (under the auspices of the Southwestern Section International Engineers)

Admission Day (California)

Bankers Day
Associated Arts Day

Mounted Guard Day

WEDNESDAY, SEPT. 11—Electrical Inspectors Day (under the auspices of the International Association of Electrical Inspectors)

Wyoming Day

THURSDAY, SEPT. 12—Indiana Day

SATURDAY, SEPT. 14—South Dakota Day

Women's Benefit Association
Norway Day

San Francisco Day

SUNDAY, SEPT. 15—Construction Industries Week (15 to 21, inclusive)

Norway Day
Mexican Day

Filipino Day

MONDAY, SEPT. 16—Mexican Day

Mexican Independence Day

TUESDAY, SEPT. 17—Organized Labor Day (under the auspices of the California State Federation of Labor)

Constitution Day

WEDNESDAY, SEPT. 18—P. E. O. Day.

THURSDAY, SEPT. 19—Race Relations Day

FRIDAY, SEPT. 20—Ben Hur Life Association

Santa Monica Bay District Day

SATURDAY, SEPT. 21—Kate Session's Day

Gas Appliance Day
Daughters of Scotia

American Institute of Inventors
State Composers' Day

Girls' Day
SUNDAY, SEPT. 22—National Guard Day

Metaphysical Day

TUESDAY, SEPT. 24—Iowa Day

WEDNESDAY, SEPT. 25—National Fruit & Produce Day

Carrie Jacobs Bond Day

THURSDAY, SEPT. 26—Oregon Day

FRIDAY, SEPT. 27—Hardware Retailers Day

SATURDAY, SEPT. 28—Nurserymen's Day (under the auspices of the California State Nurserymen's Association)

Hardware Retailers Day
Camp Fire Girls

University of Redlands Day

Cabrillo Day
Transportation Day

Portugal Day

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PASADENA	GLENDALE	VENTURA	EAST LOS ANGELES
SAN PEDRO	SAN JOSE	HOLLYWOOD	ONTARIO
SANTA BARBARA	SACRAMENTO	RIVERSIDE	LONG BEACH
SAN BERNARDINO	SAN DIEGO	REDLANDS	HOLLYWOOD
HOLLYWOOD	INGLEWOOD	STOCKTON	BURBANK

SATURDAY, OCT. 5—Minnesota Day

Italian Day

American Legion Day

Boy Scouts Day

Mills College Day

Nat'l All-Breed Dog Show

SUNDAY, OCT. 6—Boy Scouts Day

Italian Day

American Legion Day

THURSDAY, OCT. 10—Chinese Day

FRIDAY, OCT. 11—Chinese Day

SATURDAY, OCT. 12—Transmo Club Day

Illinois Day

Knights of Columbus Day

National Candy Day

Girl Scouts Nat'l Delegates Day

MONDAY, OCT. 14—Eastern Star Day

TUESDAY, OCT. 15—Highway Patrolmen's

Day (under the auspices of the Cali-

fornia Association of Highway Patrol-

men)

THURSDAY, OCT. 17—North Dakota Day

SATURDAY, OCT. 19—Nebraska Day

Soroptomist's Day

Veterans of Foreign Wars

La Verne College Day

TUESDAY, OCT. 22—Circulation Managers

Day (under the auspices of the Califor-

nia Circulation Managers Association)

WEDNESDAY, OCT. 23—Pennsylvania Day

Church of God (Southern California

Council)

FRIDAY, OCT. 25—Washington State Day

SATURDAY, OCT. 26—American Water

Works Association

Republican Women's Day (under the

auspices of the Republican Women's

Federation of San Diego County)

Irrigation Districts of California

SUNDAY, OCT. 27—Fraternal Order of

Eagles

Czechoslovakian Day

TUESDAY, OCT. 29—Chambers of Com-

merce Day

WEDNESDAY, OCT. 30—Idaho Day

FRIDAY, NOV. 1—State Farm Insurance

Companies

University of So. Calif. (Trojan) Day

SATURDAY, NOV. 2—Insurance Agents

Day (sponsored by the California As-

sociation of Insurance Agents)

Girl Scouts Day

SUNDAY, NOV. 3—California State Frater-

nal Congress

American College of Surgeons

THURSDAY, NOV. 7—Lumbermen's Day

FRIDAY, NOV. 8—Alaska Day

SATURDAY, NOV. 9—American Red Cross

Day

SUNDAY, NOV. 10—Pacific Coast Roller

Canary Breeders Day

Loyola University Day




Park Lane Studios
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 Pottery • Boudoir and Bar Novelties

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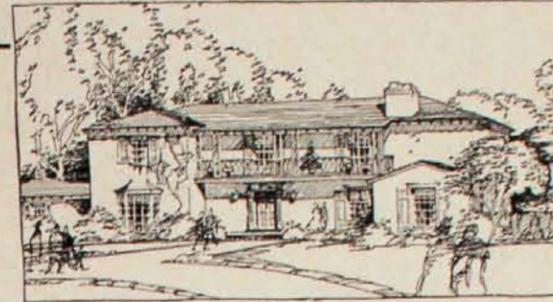
PALM SPRINGS
 CALIFORNIA

DIRECTORY OF EXHIBITION BUILDINGS AND EXHIBITORS

Palace of Foods and Beverages

Advance Aluminum Casting Co.	Minimaid Pressure Cooker	55
Almond Products Co.	Almond Products	5
Anti-Mist Chemical Co.	Class Cleaner	31E
Associated Ice Co.	Refrigeration	3A
Bakkers, Neff K. Nursery.	Cactus	6A
Ball Bros. Co.	Glass Jars, Fancy Packs in Glass	38, 39
Beechnut Packing Co.	Candy, Chewing Gum	51-53
	Beechnut Miniature Circus for Children, Beechnut Luncheonette Lunch	57, 59
Bohemian Distributing Co.	Acme Beer, Wines, Liquors	32
Bonquet Laboratory	Herma-Tabs	24
Bosch Electric Baking Machine Mfg. Co.	Pressure Cooker, Sausage Ball Oven and Wonder Waffle Iron	8
Calavo Growers of California	Calavos	29
California Consolidated Water Co.	Drinking Water, Largest and Smallest Water Bottles in the World	41
California Olive Assn.	Olives	15
Challenge Cream & Butter.	Creamery Products	9A
Coca Cola	Coca-Cola, Complete, small scale Bottling Plant	26
Coffee Products of America.	Coffee and Spices	45 to 47
	Tea Room; Ben Hur Coffee and Spices; Globe A-1 Flour	
Colonial Grape Products Co.	Mapeline	21
Crescent Mfg. Co.	Beverages. The Wine Temple	14

Cudahy Packing Co.	Canned Goods—Large display of tempting foods in cans	52-57
Desert Date Shop.	Dates	10A
Displamor Corporation of California	Advertising Display	25
Dodding, H. D. (Draw-Mor)	Novelty Toy	2A
	Demonstration of Drawing	
Engler, Wm. F.	Magikitchen Lunch Counter	23
Feemster, W. R.	De-Vault Peeler	23
Fisher Flouring Mills.	Scones	4A to 6A
	Baked while you watch	
Fletcher's Candy Co.	Candy	28
Friederich, Ed.	Refrigeration	58
	Refrigerated Commercial Display Cases	
Ganna Walska.	Perfume	37
Hain Pure Food Co.	Health Foods	55
Harris, Mr. George H.	Kitchen Utensils	1A
	Acme Peeler and Juistrator	
Hilandale Ranch	Sub-Tropical Fruits	30
Hill Candy Co.	Candy	10
Hoelscher, Wm. and Co.	I. de Turk Wines	2A
Hollywood Cup, Inc. & Innerclean Mfg. Co.	Beverage	34
International Art Gallery.	Jewelry and Rugs	6A
Juice Extractor Co., Inc.	Juistrator	31W
Junket Folks	Dessert Mix	35-36
	Display of Junket Food Products	
Kerr Glass Mfg. Co.	Glass Display	9A
	Attractive Display of Fancy Packs in Glass	
Kipi & Baklayer.	Meat Turnovers	33
Kraft-Phenix Cheese	Cheese Products	18A
	Lunch Counter and display of Cheese Products	
Krispy Kake Kone Co.	Ice Cream Cones	43-44
	Demonstration of baking ice cream cones	



Visit CASA de TEMPO

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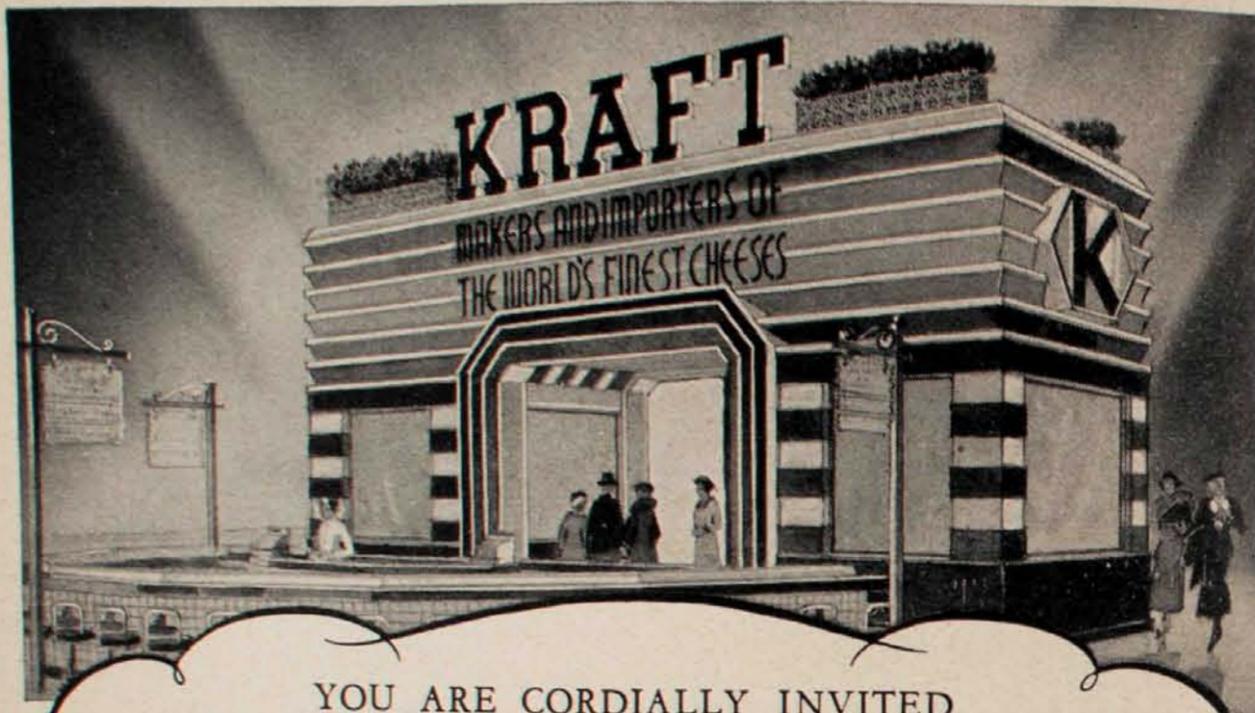
Barker Brothers, Chase Brass & Copper Co., Eljer-California Co., El Rey Products Co., W. P. Fuller Co., Hoffman Hardware Co., Los Angeles Gas and Electric Corporation, Masonite Corporation, Price-Pfister Co., Rheems Manufacturing Co., Southern California Gas Co., Southern Counties Gas Co., Washington-Eljer Co.

—AND MANY OTHER SURPRISES!

Liberty Orchards Co.	Aplets Candy made from Apples	10A	Treesweet Products Co., Inc.	Orange Juice and Citrus Products	11
Libby, McNeill & Libby.	Meat Products Large display of prepared meat products	17A	Vegetarian Cafeteria and Bakery	Cafeteria and Bakery	40
Los Angeles Brewing Co.	Beverages Eastside Beer	3-4	Vitaly Moron.	Honey	9
Marine Pen Co.	Pens	1A	Wright, Mr. George B.	Novelties	6A
Maurice, Rene & Gaston.	Jewelry and Novelties	11A			
National Biscuit Co.	Cookies Miniature demonstration of shredding wheat	6-7			
National Pressure Cooker.	Pressure Cooker	40			
National Super Products.	Rubber Goods Super Bandages	49-53			
National Wooden Box Association	Packing Boxes	2A			
Owens Illinois Pacific Coast	Glass Food Containers Magic Show. Complete display of glass containers and industrial uses of glass.	17 to 19			
Padre Vineyard Co.	Wines, Brandies	20			
Seagram Distilleries	Beverages	8A			
Sensenbrenner, A. Sons.	Cigars Santa Fe Cigars	12-13			
Sheetz, Albert Mission Candy	Candy	1			
Smackers	Baked Products	2			
Sparkletts	Drinking Water	48			
Spreckels, J. D. & A. B. Co.	Sea Island Sugar Motion Picture and lecture on Sugar-making. Doll Town Follies. Sea Island Fashion Show. Doll Circus for Children.	11A to 16A			
Standard Brands	Coffee, Tea, Yeast, etc. Display of all Standard Brands products and demonstration of Royal Gelatine	19A-20A			

Palace of Better Housing

American Flange Mfg.	Steel Insulation	15
Art Linen Shop.	Linens	30
Barker Brothers, Inc.	Household Furnishings	45
Belgian Art Exhibit.	Belgian Art	36 to 38
Bookhouse for Children.	Books and Maps	26
Boyer Chemical Laboratory Co.	Cosmetics	49-50A
California Redwood Assn.	Redwood Exhibit	52
California Redwood Gifts.	Redwood Gifts	34
Casey, W. S.	Nick Harris Detectives	32
Chow, K. H. Co.	Chinese Goods	34
Cleaves, Naomi E.	Yarns	29
Compton, F. E. & Co.	Educational Books	25
Displamor Corporation.	Display Advertising	8
Easy Washing Machines.	Washing Machines	49
Encyclopedia Britannica.	Encyclopedias	23
Ganna Walska	Perfumes	28
Gefroj Studio	Butterfly Art	27
Genessee Trading Co.	Novelties	28
Goodwill Industries.	Rehabilitation	24
Hansen, F. J. Co., Ltd.	Avocado Estates	3
Harris, Geo. H.	Kitchen Utensils	17
Helrigel, F. H.	Novelties	2
Household Specialties.	Pressure Cooker	35
Jerusalem (Holy City)	Household Furnishings	8-12
Ketonek, Anna	World's Largest Calendar	50
Lee, Royal.	Imported Novelties	20A
Morbeck of London.	Oriental Goods	51
Moroccan Palace	Linens	48
Old Belgian Linen Shop.	Pressure Cooker	51
Pacific Union Conference 7th Day Adventists		4 to 7
Pacific Coast Gas Association.	Stoves and Heaters	43-44
Palais de la Perle.	Pearls and Jewelry	30-S



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OF FOODS AND BEVERAGES

The World's Finest Cheeses are made or imported by **KRAFT**

Peasant Art of Czechoslovakia Art	33	California Redwood Gift Shop	17A
Proglitsch, Frank..... Art Brushed Needlework	31	Charms of Spain..... Spanish Goods	27
Prince Salie and Co.....	51B	Chase, Mrs. N. B..... Toiletries	33
Quarrie, W. F. & Co..... World Book	29A	Chekiang Co. Chinese Goods	28
Rosicrucian Fellowship .. Rosicrucian Publications	14	Clapp, Lawrence B..... Etchings and Water Colors	25
Salvation Army Salvation Army	13	Desert Paintings..... Exhibit	23
San Diego Army & Navy Academy	8	Dickerson, Walter T..... Dr. Hiss Classified Shoes	29
San Diego Consolidated Gas and Electric Co.... Gas Appliances	41-42	Eliot, Joe..... Novelties	36
San Diego Mirror & Glass..... Glass Products	28	Ellis, Mrs. Constance D... Dates	9
Shammah, A. Oriental Goods	31-32	Fitzgibbons Studio..... Novelties	26
Soda Fountain..... Lunches	1	Gasvini, J. E..... Casa de Regalos	14
Sokijami, N..... Japanese Merchandise	50A	Goodman, Manuel..... Indian Artcraft	38
Standard Sanitary Manufacturing Co. Plumbing Equipment	18 to 20	Hix, F. M..... Perfumes	22
Sullivan's Art Gifts..... Novelties	22	Hosiery Joy Silk Preservative	11
Ware, Mr. J. W..... Gem Exhibit	2	House of Bagdad..... Oriental Goods	1
Western Union Western Union	21	Irwin, Leonard J..... Lavendar	39
		Jones, J. Jay..... Velskin Products	39
		Kendrick, Jas. R., Inc.... Surgical Products	5
		Kohinorr Exhibit	32
		LeRoy Gordon Salon.... Beauty Parlor	35
		Light, Paul Novelties	19
		MacFadden Jewelry Jewelry	6
		McCandless, Harriet Novelties	32
		Morbeck of London..... Art Goods	17
		Oakville American Manufacturing Co. Pin Picker	21
		Pacific Coat Hanger..... Coat Hangers	3
		Pacific Mutual Life Insur.. Life Insurance	15
		Pocketbook Shop Leather Goods	34
		Psychograph Machine.... Head Readings	8
		Quon Mane Co..... Chinese Goods	12
		Roby, Frank C..... Toys	17
		Sax, Mandel..... Novelties	20-20A
		Shop of Charm..... Russian Goods	33
		Sleep Ringlets Hair Curlers	4
		Streicher, Ed. Dun-Deer Shoes	13
		Vitonia Products Kelp Products	30
		Washoff Co. Cleanser	24

House of Hospitality

Catholic Daughters	9
Exhibits, Incorporated ... Art	3
Federation of State Societies	1 1/2
Fraternal Order of Eagles.	11
Jones Decorating Co..... Decorating	5
L. A. Scenic Studio	7
Hollingers' Fabric Studio..... Decorating	1
Modern Art Studios..... Art	4
Power, Robert E. Studio. Art	

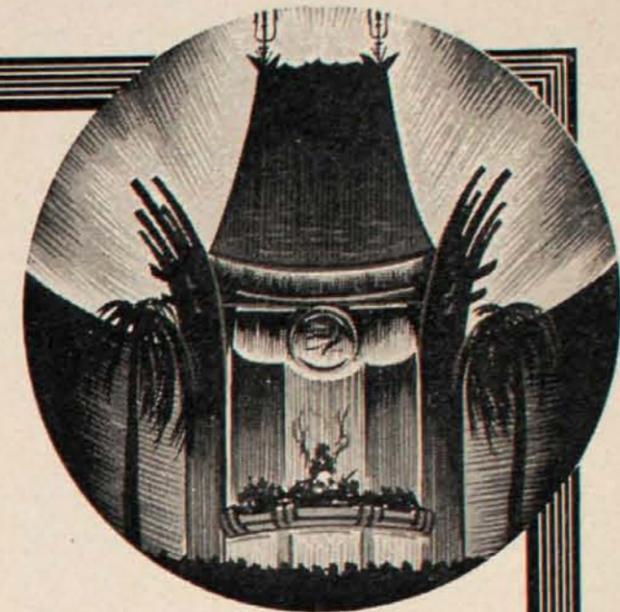
House of Charm

Allison, Jack Everlasting Flowers	37
Art Wood Inlay Exhibit... Art Goods	9
Bickel, R. B..... Art Goods	7
Blake, Mrs. J. H..... Darnier	2
Britigan, Robt. Corp..... Nu-Matic Hatter	16
Burchard Weavers Weavers	10

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prints of the screen great!
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Artists, and Twentieth Century!



★ ★ ★ ★ *Grauman's*
CHINESE

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Palaces of Science and Photography

Agfa-Ansco Corporation .. Photographic Supplies	5-6
American Vet. Medical Ass'n Medical	9
Beacon Book Shop..... Books	9
Christian Record Benevo- lent Ass'n..... Braille System for the Blind	7
Dictograph Products, Inc.. Acoustic Equipment	17-18
Eastman Kodak Co..... Photographic Equip.	12 to 16
Encyclopedia Britannica.. Encyclopedias	7
Eternal Calendar Mechanical Calendar	18
Folmer Graflex Corp..... Graflex Camera Exhibit of cameras used on Strato- sphere Flights and Byrd Expedition	10
Fundamental Evangelistic Ass'n	23
Grolier Society Book of Knowledge	20
Linguaphone	9
National Optometry Exhibit	7-8
Nassau Pen & Pencil Co.. Pens and Pencils	19
Rees Stealy Clinic..... Disease Prevention	4
Silver, A. Henry..... Graphology	9
Sirigo, John Photographic Sup.	9 to 10A
West Disinfecting Co.... Hygienic Products	22
Women's Christian Temperance Union Alcohol Education	21

Palace of Electricity and Varied Industries

Airway Electric Appliance Corp. Household Electrical Appliances	16
American Potash and Chemical Co. Chemical Products	3
American Red Cross.....	22
Belgian Art Gallery..... Belgian Art	49
Bureau of Power & Light. Electrical Appliances	20
California General Electric Appliance Distributors Electrical Appliances NE Cor. GE Household Electrical Appliances	4
Cesana Brothers..... Novelties and Jewelry	20
Chicago Flexible Shaft Co. Electrical Appliances Sunbeam Household Appliances	13
Collier's Violin Shop..... Violins	6
Comer, E. Clarke..... Real Estate	19
Debay, Geo. C..... Concrete Solidifier	12
Elmco Sharpeners..... Sharpeners	21
General Cable Corp..... Cables	NE Cor.
General Electric Mfg. Co.. House of Magic Model electric farm. Model electric kitchen. House of Magic — demonstration of electric phenomena, includ- ing the Magic eye, trans- mission of sound by light, and the Stroboscope Light.	

LA PALMA PATIO

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PROPRIETOR

CONTINENTAL
DINNER
TABLE
SERVICE

ALSO
CONTINUOUS
CAFETERIA
SERVICE

Palace of Travel, Transportation and Water

Atehison Topeka and Santa Fe	Railroad	1
	Miniature, exact scale model of Santa Fe system between San Diego and Chicago	
Chapman Park Hotel	Display and Information	11
Del Monte Properties	Triangle Tour	15
El Tejon Hotel	Western Wonderland	7
Gift Shop of the World	Jewelry and Novelties	12
Harley-Davidson Motor Co.	Motorcycles	2
Hemphill Diesel Engine Schools	Diesel Engines Exhibit of progress in the Diesel Industry	8
Hotel Canterbury, Maurice Hotel	Information and Display	15
Majestic Engineering Co.	Radio Control	18
Marine Pen Co.	Pens	Exit
Metropolitan Water District	Water Develop. S. end of Bldg. Model showing water supply system	
Montezuma School for Boys		16
Mutual Benefit Health & Accident	Insurance	3
Newman, Ben Allah	Advertising	4
Pocket Book Shop	Leather Goods	11S
Port of Stockton	Miniature Miniature of largest general cargo terminal on the Pacific Coast	9-10
Ryan Aeronautical School	Airplanes	17
Sax, Mandel M.	Souvenirs	7
Southern Pacific Co.	Railroad Exploitation Motion pictures and travel lecture. Models of train interiors.	13
Transamerica Corporation	Exhibit. Illustrations and motion pictures showing banking organization	5-6
Travelux	Trailers	10
Turner, Paul	Leather Goods	11

Spanish Village

Klein, Philip & Mary	Gems and Ornaments	15
Linares, Abelardo	Toledo Ware from Spain	37
Majestic Engineering Co.	Radio Control	17
Marchant, R. H.	Leak-Proof Faucets	16
Miller Book Co.	Webster Dictionary	18
National Super Products	Super-Bandages	13
Pacific Wire Products	Wire Products	11
Pioneer Flintkote	Roofing	24
Pyles, Dr.	Foot Oscillator	14
San Diego Fire Equipment Co.	Fire Equipment	12
Simms & Pascoe	Abalone Art	7
Southern California Edison Co.	Electrical Appliances Kim's Magic Garden. Exhibit of electrical appliances for lighting, heating, and cooking.	NE Cor. 25-32
Speednut	Automatic Wrench	18
Steerwheel Tire Co.	Rubber Steering wheel grips	19
Television	9th Wonder of the World	25-32
Toledo Mfg. Co.	Jewelry	37
Union Oil Co.	Petroleum Products The Answer-o-graph	8 to 10
U. S. Postoffice		33-40
Western Sugar Refinery	Hansel and Gretel in the Sugar Forest 3-act miniature pantomime	5
White Sewing Machines	Sewing Machines Demonstration of all kinds of machine sewing	1 to 3
Briggs Floral Co.	Floral	10
Calarteco Corporation	Statuettes	2B
Candle Shop	Candles	5
Casa Sevilla	Spanish Goods	31
Catalina Pottery Co.	Pottery	28
Czechoslovakia	Czechoslovakian Art	47
Edwards Spanish Restaurant	Restaurant	12-13
Gefroj Studio	Butterfly Art	36
Gillfillan Brothers, Inc.	Radios	29
Goldstein, Ted	Novelties	2C
Grundy, J. L.	Checkroom	1
Hollywood Motion Picturesque	Personal Motion Pictures	30
House of Guatemala	Guatemala Products	37
James, F. W. & Son	Novelties and Flowers	50
Jenny Wren Exhibit	Flour Products	46
Joachim, Bernard J.	Hats	32
Kaufman, J.	Movie-of-U	48A
Kwong, Wm.	Novelties	2D
La Margot	Gift Shop	2C
Linares, Abelardo	Spanish Merchandise	34-43
Miracle Painting	Religious Art	51
Mission Brewing Co.	Beverages	21
Mother Lark Miniature Palace	Doll House	15
Navon and Sevilla	Perfumes	16
Oriental Importing Co.	Tapestries and Vases	24
Pacific Camera Stores	Photographs and Post Cards	48
Palace of Knowledge	Readings	44
Palm Ripe Date Garden	Dates	2F

Peasant Art Shop	Czechoslovakian Art	7
Quon Mane Co.	Chinese Goods	11
Record-O-Graph	Voice Recordings	50
Rohn and Hutchings	Laguna Pottery	4
Ruggles, C. D.	Silhouettes & Wire Jewelry	35
Spanish and Belgian Linen Shop	Linens	33
Spanish Gift Shop	Spanish Goods	45
Steelcraft Co.	Novelties	49
Tena, J. F.	Spanish and Mexican Goods	35
Venice Linen Shop	Fine Linens	26
Verdugo Shop	Mexican and Spanish Curios	9

Special Buildings

NAME	ADDRESS	ON MAP
Bank of America (Banking Service)	Avenida de Palacio	No. 1
California Tower Building	Wells-Fargo Historical Collection	No. 16
California Exposition Home	Avenida de Espana	No. 38
Casa de Tempo		
Christian Science Monitor Building	Calle Prensa	No. 20
Ford Motors	Plaza de America	No. 25
Hollywood Potteries	Avenida de Espana	No. 41
Latter Day Saints	Calle Prensa	No. 32
Olde Curiosity Shoppe	Adjoining Old Globe Theatre	No. 17
Palmer Steel House	In Federal Housing Area A complete house, built of steel. Furnished and decorated by Bullock's, Inc., Los Angeles	No. 8A
Shell Information	Avenida de Espana	No. 37
Standard Oil Company (Standard Oil Company Tower to the Sun)	Opposite Plaza de America	No. 30
Wells & McClelland	E. of House of Pacific Relations (Flowerland)	

ALPHABETICAL LIST OF EXHIBITORS

NAME	BUILDING	SPACE	NAME	BUILDING	SPACE
Advance Aluminum Casting Co.	PFB	55	Boyer Chemical Laboratory Co.	Hous.	49-50A
Agfa-Ansco Corporation	Sc. Ph.	5-6	Briggs Floral Co.	S. V.	10
Airway Electric Appliance Corp.	Elec.	16	Britigan, Robt. Corporation	Charm	16
Allison, Jack	Charm	37	Burchard Weavers	Charm	10
Almond Products Co.	PFB	5	Bureau of Power and Light	Elec.	20
American Flange Manufacturing	Hous.	15	Calarteco Corporation	S. V.	2B
American Potash and Chemical Co.	Elec.	3	Calavo Growers of California	PFB	29
American Red Cross	Elec.	22	California Consolidated Water Co.	PFB	41
American Telephone and Telegraph	Sc. Ph.	SE Patio	California Exposition Home	Avenida de Espana, on map, No. 38	
Anti-Mist Chemical Co.	PFB	31E	California General Electric Appliance Distributors	Elec.	NE Cor. 15
Art Linen Shops	Hous.	9	California Olive Association	PFB	52
Art Wood Inlay Exhibit	Charm	3A	California Redwood Association	Hous.	17A
Associated Ice Co.	PFB	1	California Redwood Gifts	Charm	5
Atehison, Topeka and Santa Fe	Trav.	6A	Candle Shop	S. V.	31
Bakkers, Neff K. Nursery	PFB	38, 39	Casa Sevilla	S. V.	31
Ball Bros. Co.	PFB		Casey, W. S.	Hous.	32
Bank of America (Banking Service)	Avenida de Palacio, on map, No. 1	45	Catalina Pottery Co.	S. V.	28
Barker Brothers, Incorporated	Hous.	9	Catholic Daughters	Hosp.	9
Beacon Book Shop	Sc. Ph.	57, 59	Cesana Bros.	Elec.	4
Beechnut Luncheonette	PFB	51, 53	Challenge Cream and Butter	PFB	9A
Beechnut Packing Co.	PFB	36 to 38	Chapman Park Hotel	Trav.	11
Belgian Art Exhibit	Hous.	49	Charms of Spain	Charm	33
Belgian Art Gallery	Elec.	7	Chase, Mrs. N. B.	Charm	28
Bickel, R. B.	Charm	2	Chekiang Co.	Charm	20
Blake, Mrs. J. H.	Charm	32	Chicago Flexible Shaft Co.	Elec.	34
Bohemian Distributing Co.	PFB	24	Chow, K. H. Co.	Hous.	7
Bonquet Laboratory	PFB	26	Christian Record Benevolent Ass'n	Sc. Ph.	
Bookhouse for Children	Hous.	8			
Bosch Electric Baking Machine Manufacturing Co.	PFB				

VISTA

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Sc. Ph.—Palaces of Science and Photography
Charm—House of Charm
Trav.—Palace of Travel, Transportation and Water
S. V.—Spanish Village

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NAME	BUILDING	SPACE
Christian Science		
Monitor Building	Calle Prensa, on map, No. 20	
Clapp, Lawrence B.	Charm	25
Cleaves, Naomi E.	Hous.	29
Coca Cola	PFB	26-27-49-51
Coffee Products of America	PFB	45 to 47
Collier's Violin Shop	Elec.	13
Colonial Grape Products Co.	PFB	14
Comer, E. Clark	Elec.	6
Compton, F. E. & Co.	Hous.	25
Crescent Manufacturing Co.	PFB	21
Cudahy Packing Co.	PFB	52-57
Czechoslovakia	S. V.	47
Debay, Geo. C.	Elec.	19
Del Monte Properties	Trav.	15
Desert Date Shop	PFB	10A
Desert Painting Exhibit	Charm	23
Dictograph Products, Inc.	Sc. Ph.	17-18
Displamor Corporation of Calif.	PFB	25
Displamor Corporation	Hous.	8
Dodding, H. D. (Draw-Mor)	PFB	2A
Eastman Kodak Co.	Sc. Ph.	12 to 16
Easy Washing Machines	Hous.	49
Edwards Spanish Restaurant	S. V.	12-13
Eliot, Joe	Charm	36
Ellis, Mrs. Constance D.	Charm	9
Elmco Sharpeners	Elec.	12
El Tejon Hotel	Trav.	7
Encyclopedia Britannica	Hous.	23
Encyclopedia Britannica	Sc. Ph.	7
Engler, Wm. F.	PFB	23
Eternal Calendar	Sc. Ph.	18
Exhibits, Incorporated	Hosp.	3
Federation of State Societies	Hosp.	1 1/2
Feemster, W. R.	PFB	23
Fisher Flouring Mills	PFB	4A to 6A
Fitzgibbons Studio	Charm	26
Fletcher's Candy Co.	PFB	28
Folmer Graflex Corp.	Sc. Ph.	10
Ford Motors	Plaza de America, on map, No. 25	
Fraternal Order of Eagles	Hosp.	11
Friederich, Ed.	PFB	58
Fundamental Evangelistic Ass'n.	Sc. Ph.	23
Ganna Walska	Hous.	28
Ganna Walska	PFB	37
Gasvini, J. E.	Charm	14
Gefroj Studio	Hous.	27
Gefroj Studio	S. V.	36
General Cable Corporation	Elec.	21
General Electric House of Magic	Elec.	NE Cor.
Genesee Trading Co.	Hous.	28
Gift Shop of the World	Trav.	12
Gilfillan Brother, Incorporated	S. V.	29
Goldstein, Ted	S. V.	2C
Goodman, Manuel	Charm	38
Goodwill Industries	Hous.	24
Grolier Society	Sc. Ph.	20
Grundy, J. L.	S. V.	1
Hain Pure Food Co.	PFB	55
Hansen, F. J. Co. Ltd.	Hous.	3
Harley-Davidson Motor Co.	Trav.	2
Harris, Geo. H.	Hous.	17
Harris, Mr. George H.	PFB	1A
Helrigel, F. H.	Hous.	2
Hemphill Diesel Engine Schools	Trav.	8
Hilandale Ranch	PFB	30
Hill Candy Co.	PFB	10
Hix, F. M.	Charm	22
Hoelscher, Wm. and Co.	PFB	2A
Hollingers' Fabric Studio	Hosp.	7
Hollywood Cup, Incorporated and Innerclean Manufacturing Co.	PFB	34
Hollywood Motion Picturescope	S. V.	30
Hollywood Potteries	Avenida de Espana	
Hosiery Joy	Charm	11
Hotel Canterbury, Maurice Hotel	Trav.	15
Household Specialties	Hous.	35
House of Bagdad	Charm	1
House of Guatemala	S. V.	37
International Art Gallery	PFB	6A

NAME	BUILDING	SPACE
Irwin, Leonard J.	Charm	39
James, F. W. & Son	S. V.	50
Jenny Wren Exhibit	S. V.	46
Jerusalem (Holy City)	Hous.	8-12
Joachim, Bernard J.	S. V.	32
Jones Decorating Co.	Hosp.	5
Jones, J. Jay	Charm	39
Junket Folks	PFB	35-36
Kaufman, J.	S. V.	48A
Kendrick, Jas. R. Incorporated	Charm	5
Kerr Glass Manufacturing Corp.	PFB	9A
Ketonen, Anna	Hous.	50
Kipi & Baklayer	PFB	33
Klein, Philip & Mary	Elec.	15
Kohinorr	Charm	32
Kraft-Phenix Cheese	PFB	18A
Krispy Kake Kone Co.	PFB	43-44
Kwong, Wm.	S. V.	2D
La Margot Gift Shop	S. V.	2G
Latter Day Saints	Calle Prensa, on map, No. 32	
Lee, Royal	Hous.	20A
LeRoy Gordon Salon	Charm	35
Libby, McNeill & Libby	PFB	17A
Liberty Orchards Co.	PFB	10A
Light, Paul	Charm	19
Linares, Abelardo	S. V.	34-43
Linares, Abelardo	Elec.	37
Linguaphone	Sc. Ph.	9
Los Angeles Brewing Co.	PFB	3-4
L. A. Scenic Studios	Hosp.	7
MacFadden Jewelry	Charm	17
Majestic Engineering Co.	Elec.	18
Majestic Engineering Co.	Trav.	16
Marchant, R. H.	Elec.	1A
Marine Pen Co.	PFB	Exit
Marine Pen Co.	Trav.	32
McCandless, Harriet	Charm	S. End
Metropolitan Water District	Trav.	18
Miller Book Co.	Elec.	51
Miracle Painting	S. V.	21
Mission Brewing Co.	S. V.	1
Modern Art Studios	Hosp.	16
Montezuma School for Boys	Trav.	17
Morbeck of London	Charm	51
Morbeck of London	Hous.	48
Morrocan Palace	Hous.	15
Mother Lark Miniature Palace	S. V.	3
Mutual Benefit Health & Accident	Trav.	19
Nassau Pen and Pencil	Sc. Ph.	6-7
National Biscuit Co.	PFB	7-8
Nat'l Optometry Exhibit	Sc. Ph.	40
National Pressure Cooker	PFB	13
National Super Products	Elec.	49-53
National Super Products	PFB	2A
National Wooden Box Association	PFB	16
Navon and Sevilla	S. V.	4
Newman, Ben Allan	Trav.	
Oakville American Manufacturing Co.	Charm	21
Oakville American Manufacturing Co.	Hous.	51
Old Belgian Linen Shop	Hous.	Old Globe Theatre
Olde Curiosity Shoppe	Adjoining	
Oriental Importing Co.	S. V.	24
Owens Illinois Pacific Coast	PFB	17 to 19
Pacific Camera Stores	S. V.	48
Pacific Coast Gas Ass'n.	Hous.	43-44
Pacific Coat Hanger	Charm	3
Pacific Mutual Life Insurance	Charm	15
Pacific Union Conference	Hous.	to 7
Pacific Wire Products	Elec.	11
Padre Vineyard Co.	PFB	20
Palace of Knowledge	S. V.	44
Palais de la Perle	Hous.	30S
Palmer Steel House	In Federal Housing Area, on map, No. 8	
Palm Ripe Date Garden	S. V.	2F
Peasant Art of Czechoslovakia	Hous.	33
Peasant Art Shop	S. V.	7
Pioneer Flintkote Co.	Elec.	24
Pocketbook Shop	Trav.	11S
Port of Stockton	Trav.	9-10
Power, Robert E. Studio	Hosp.	4
Prince Salie & Co.	Hous.	51B

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AND ENGLISH COTTAGES

OVERNIGHT RATES

\$3.50

FROM UP

WITH BATH

DEL MAR
Southern California

AMERICAN PLAN RATES

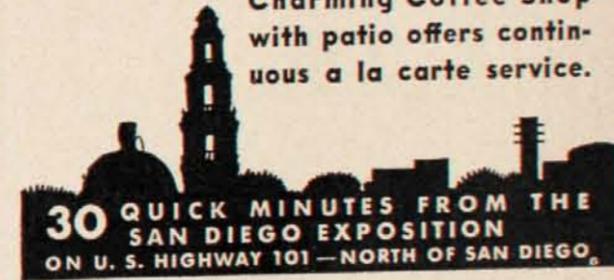
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Proglitsch, Frank	Hous.	31
Psychograph Machine	Charm	8
Pyles, Dr.	Elec.	14
Quarrie, W. F. & Co.	Hous.	29A
Quon Mane Co.	Charm	12
Quon Mane Co.	S. V.	11
Record-O-Graph	S. V.	50
Rees-Stealy Clinic	Sc. Ph.	4
Robey, Frank C.	Charm	17
Rohn and Hutchings	S. V.	4
Rosicrucian Fellowship	Hous.	14
Ruggles, C. D.	S. V.	35
Ryan Aeronautical School	Trav.	17
Salvation Army	Hous.	13
San Diego Army & Navy Academy	Hous.	8
San Diego Consolidated Gas and Electric Company	Hous.	41-42
San Diego Fire Equipment Co.	Elec.	12
San Diego Mirror and Glass	Hous.	28
Sax, Mandel	Charm	20-20A
Sax, Mandel	Trav.	7
Seagram Distilleries	PFB	8A
Sensenbrenner, A. Sons	PFB	12-13
Shammah, A.	Hous.	31-32
Sheetz, Albert Mission Candy	PFB	1
Shell Oil Company (Information)	Avenida de Espana, on map, No. 37	
Shop of Charm	Charm	33
Silver, A. Henry	Sc. Ph.	9
Simms & Pascoe	Elec.	7
Sirigo, John	Sc. Ph.	9 to 10A
Sleeps Ringlets Hair Curlers	Charm	4
Smackers	PFB	2
Soda Fountain	Hous.	1
Sokijama, N.	Hous.	50A
Southern California Edison Co.	Elec.	NE Cor.
Southern Pacific Co.	Trav.	13
Spanish & Belgian Linen Shop	S. V.	26
Spanish Gift Shop	S. V.	45
Sparkletts	PFB	48
Speednut	Elec.	18
Spreckels, J. D. & A. B. Co.	PFB	11A to 16A
Standard Brands	PFB	19A-20A
Standard Sanitary Manufacturing Co.	Hous.	18 to 20
Standard Oil Company (Standard Oil Tower to the Sun)	Opposite Plaza de America, on map, No. 30	
Steelcraft Co.	S. V.	49
Steerwheel Tire Co.	Elec.	19
Streicher, Ed.	Charm	13
Sullivan's Art Gift	Hous.	22
Television	Elec.	25-32
Tena, J. F.	S. V.	35
Toledo Mfg. Co.	Elec.	37
Transamerica Corp.	Trav.	5-6
Travelux	Trav.	10
Treesweet Products Co. Inc.	PFB	11
Turner, Paul	Trav.	11
Union Oil Company	Elec.	8 to 10
U. S. Post Office	Elec.	33-40
Vegetarian Cafeteria and Bakery	PFB	40
Venice Linen Shop	S. V.	26
Verdugo Shop	S. V.	9
Vitaly Moron	PFB	7B
Vitonia Products	Charm	30
Ware, Mr. J. W.	Hous.	2
Washoff Co.	Charm	24
Wells-Fargo (Historical Collection)	Calif. Tower on map, No. 16	
Wells & McClelland (Flower-Land)	East of House of Pacific Relations	
West Disinfecting Co.	Sc. Ph.	22
Western Sugar Refinery	Elec.	5
Western Union	Hous.	21
White Sewing Machines	Elec.	1 to 3
Women's Christian Temperance Union	Sc. Ph.	21
Wright, Mr. George B.	PFB	9
Wylie, Fred. H.	PFB	6A

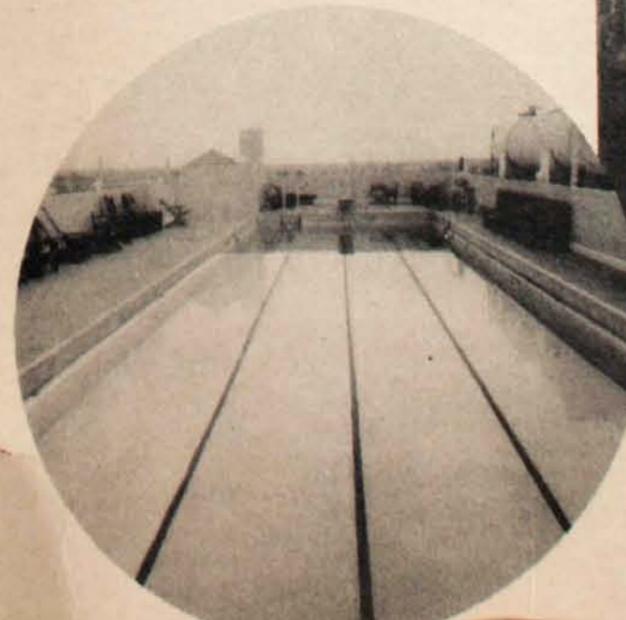


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CALIFORNIA Pacific International EXPOSITION FREE MAP



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LEGEND

- | | |
|--------------------------------------|--------------------------------------|
| 1 Natural History | 34 Hollywood Hall of Fame |
| 4 Spanish Village | 35 California State Building |
| 5 End of the Trail | 36 Ford Music Bowl |
| 7 Zoo Entrance | 37 Electricity and Varied Industries |
| 8 Turtle Farm | 38 Ford Building |
| 9 Japanese Group | 39 Standard Oil Company |
| 10 Botanical Building | 40 Christian Science Monitor |
| 11 Foods and Beverages | 41 Federal Building |
| 12 Foods and Beverages | 43 Palisades Restaurant |
| 13 Better Housing | 44 Zoro Gardens |
| 14 Model Home | 45 Tile and Pottery Building |
| 15 House of Hospitality | 47 Midway |
| 16 Cafe of the World | 48 Midget City |
| 17 Palace of Fine Arts | 50 Water and Transportation |
| 18 Spreckels Organ | 51-56 Public Toilets |
| 19 Palace of Science and Photography | 52 Life Building |
| 20 House of Charm | 53 Federal Housing Administration |
| 22 San Diego Museum | 54 Boulder Dam |
| 23 Park Board | 55 Shell Oil Company |
| 24 San Diego Museum | 58 Plaza of the Pacific |
| 25 Alcazar Garden | 59 Gold Gulch |
| 27 Firestone Fountain | 60 Globe Theatre |
| 28 Palace of Education | 61 California Gardens |
| 29 Foreign Nations Hacienda | 62 Latter Day Saints |
| 30 Press Building | 63 Parade Grounds |
| 33 Bank and Information | |

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