

AMERICA'S EXPOSITION

1935

OPENING
MAY 29.



SAN DIEGO

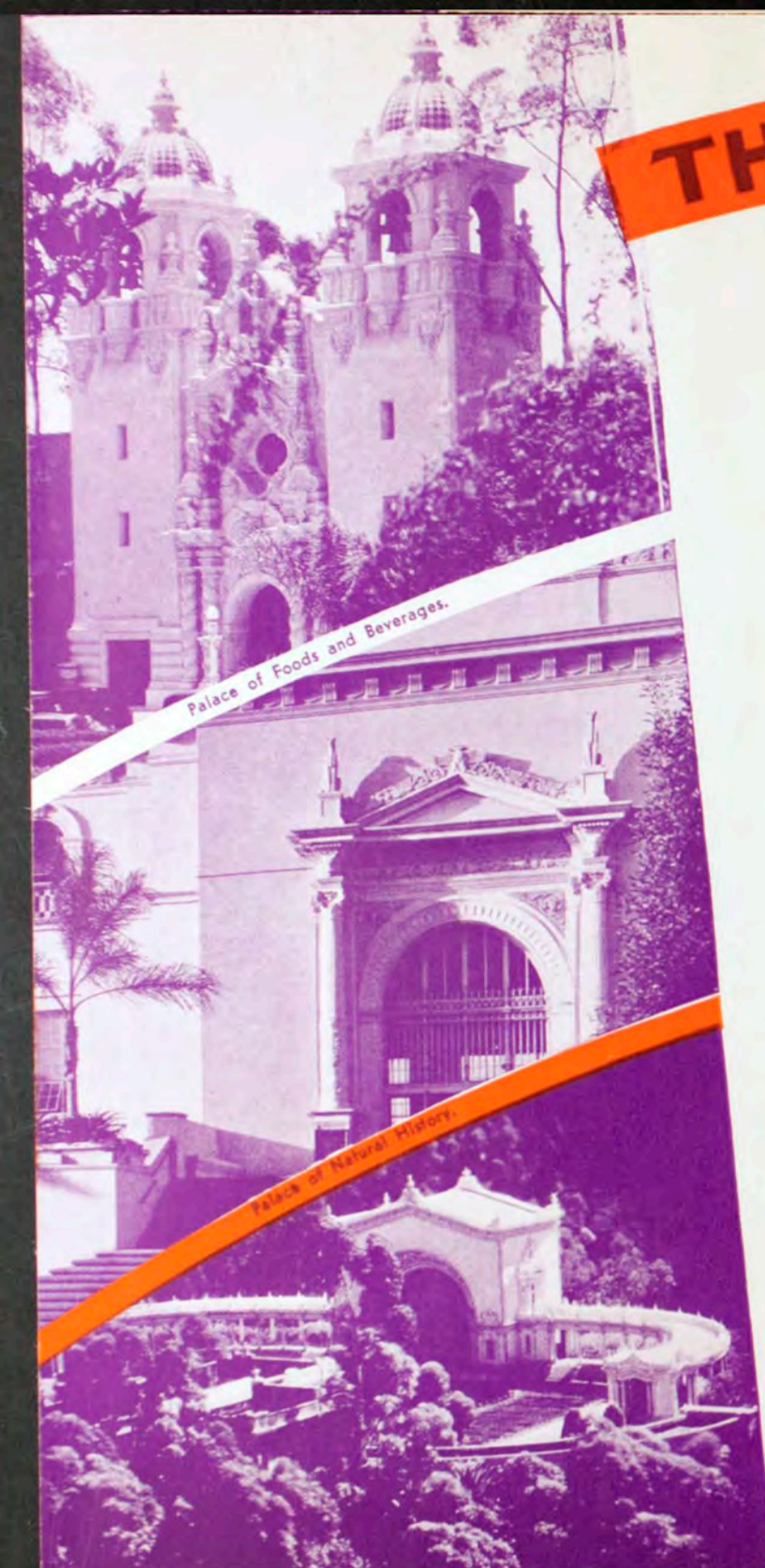
SAN DIEGO
INVITES THE
WORLD



AMERICAN EXPRESS
TRAVEL SERVICE

THE WORLD BEFORE YOUR EYES!

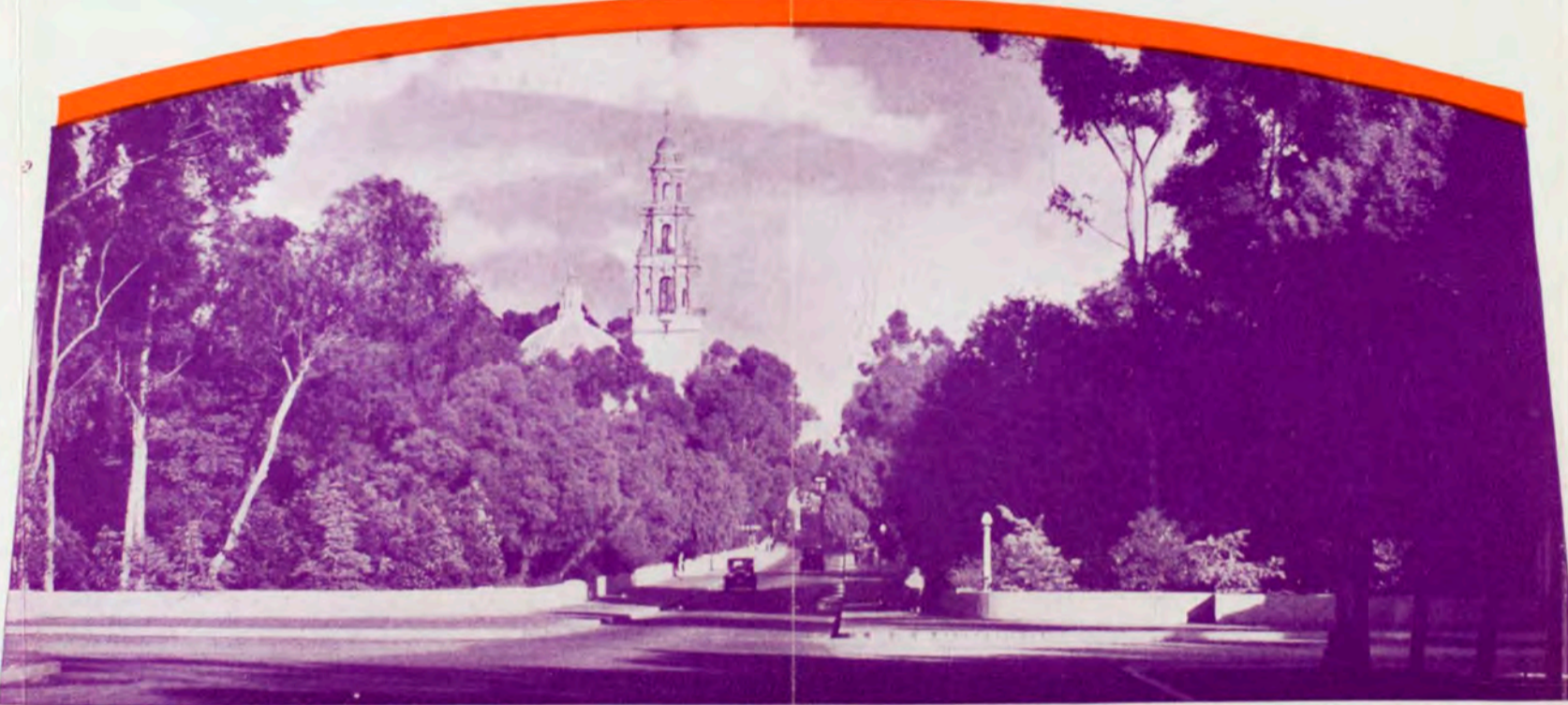
FANCY yourself gazing out over the Exposition scene from the lofty California Tower. Spread out before you is a vast expanse of enchanting beauty . . . Towering spires rise to catch the gold of the sun . . . Broad, restful courts intercept long, winding avenues . . . Silvery pools gleam from the depths of luxuriant foliage . . . Riotous gardens of flowers . . . Ancient tropical forests. At night the gardens are converted into an immense laboratory of light, with every shade of the spectrum flooding palaces, trees and gardens . . . Pools become shimmering bowls of iridescence . . . The sheer beauty of the sight takes your breath away. Radiating from the Plaza del Pacifico are the great Exposition buildings, some representing the finest examples of Spanish Renaissance architecture in America. The Palace of Electricity and Varied Industries is a place for learning the secrets of your electrical household servants. Elsewhere you see automobiles made and assembled; tires manufactured; oil production depicted . . . you gaze, figuratively, into a giant crystal and see the industrial world. For Milady there is the House of Charm, an institution of style and domestic arts. Master photographers compete for honors at the Fifth International Annual Salon of Photography in the Palace of Photography. In the Palace of Science you delve into the mysteries of chemistry, physics, and medicine. The Palace of Water and Transportation reveals the gigantic strides made in power and water development. Multiply these wonders by the hundreds—even thousands—and you get an idea of the immensity and the grandeur of the show that awaits you at America's Exposition-1935.



Palace of Foods and Beverages.



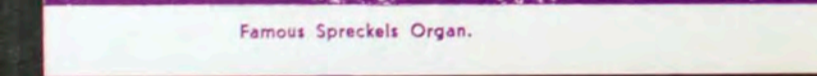
Palace of Science.



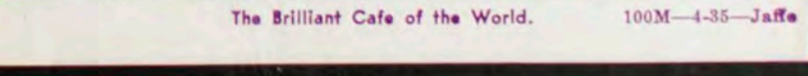
Western Entrance of Exposition Grounds With California Tower Rising Above the Portals Through Which Millions Will Pass Into a World of Thrills and Wonders.



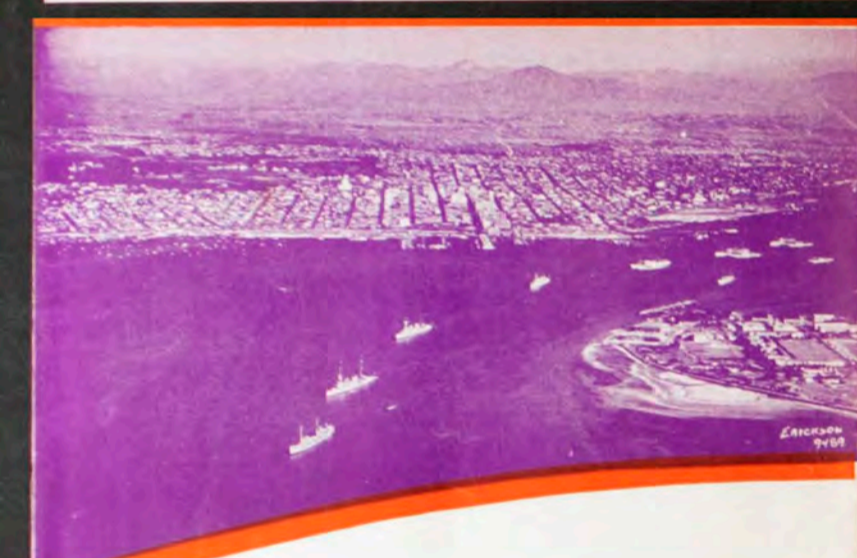
Spanish Village of Early California.



Famous Spreckels Organ.



The Brilliant Cafe of the World. 100M-4-35-Jaffe



AMERICA'S EXPOSITION 1935

OPENING MAY 29

SAN DIEGO

A New TWENTY MILLION DOLLAR EXPOSITION 1935

THE California Pacific International Exposition is America's Fair of the Age. Universal in aspect, transcendent in beauty, it is a \$20,000,000 exposition . . . a mighty monument to man's stirring achievements in science, industry, commerce and art . . . a graphic revival of the past . . . a moving drama of the present . . . a significant forecast of the future. Unsurpassed for magnificence of setting, the Exposition rises like a City of Magic in a Land of Dreams . . . in famed Balboa Park, 1,400 picturesque acres of forest and flowers in the heart of San Diego . . . commanding on all sides sublime vistas of the azure Pacific to the west, the towering Mexican mountains to the south, the snow-capped Cuyamacas to the east. A sweeping panorama of amazing grandeur! More than one hundred structures, ranging in design from ancient Mayan to ultra-modern edifices of steel and glass, accommodate countless exhibits of man's tireless industry. Vast halls of exhibits that tell the story of travel evolution from ox cart to the swift commodious carriers of today . . . Exhibits graphically relating the march of science; shows for Women, Children; displays of Better Housing, Education, Foods and Beverages, and countless others . . . everything that is new and progressive . . . glorified by dazzling coloring and daring illumination. Exhibits appealing alike to esthetic and scientific interest . . . rarely seen specimens of the animal, plant and mineral kingdoms . . . a Zoo with more than 2,500 birds, mammalia and reptiles . . . a Palace of Natural History with 397,088 studies from all parts of the earth . . . a Palace of Fine Arts offering rare masterpieces . . . All branches of State and Federal Government seen at work . . . The Spreckels outdoor organ and the Music Bowl with open air symphonies and concerts . . . Twenty-five acres of gardens epitomize the inspiring beauty of the Exposition . . . Almost a mile of amusements comprise the Midway . . . an unrivaled galaxy of fun attractions gathered from every nook of the world . . . All in all, a mammoth show of modern wonders under the blue canopy of California skies.



NO city in the world offers a more ideal site for an International Exposition than San Diego. Lying along the shores of its magnificent Bay, in a scene of superb natural beauty, San Diego is famed for its cool summers and warm winters. Centering more than 500 points of historic and sightseeing interest, the city offers a wealth of entertainment: fishing, boating, golf, tennis, polo; in fact, virtually every known means of recreation.

Nearby are Coronado, La Jolla, with Agua Caliente and Tijuana just over the Mexican border. In the city and vicinity are some of the finest hotels and apartments in the world, with accommodations for 75,000 visitors daily.

A visit to the Exposition should include an itinerary of the Great Boulder Dam project, Grand Canyon, Los Angeles, Hollywood, the great cities of the Pacific Coast, Yosemite, the Redwood Empire, the San Francisco-Oakland bridges, the Evergreen Playground of the Pacific Northwest—all within a few day's ride from San Diego, over some of the world's finest, most beautiful scenic systems of railroads, highways, waterways, and airways. The entire west is an alluring Exposition.

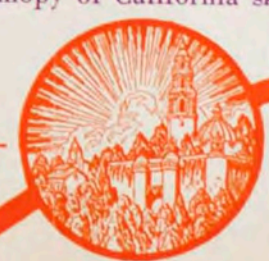
ADMISSION
Adults, 50c; children under twelve, 25c. Combination souvenir tickets are available in book form until May 29. Each book contains five tickets. Each ticket combines one general admission to the Exposition and one admission to an outstanding concession . . . \$3.75 value for \$2.50.

SIGHTSEEING
Easily accessible to all parts of the city, the Exposition grounds may be toured by motor coaches or under the personal guidance of a competent staff of uniformed directors. Tours of the city and vicinity are conducted by local transit companies.

SAN DIEGO INVITES THE WORLD



AMERICAN EXPRESS TRAVEL SERVICE



167 GOLDEN DAYS OF Romance - Glamour - Excitement!

SAN DIEGO, the world's playground for 167 golden days . . . each dedicated to some awe-inspiring land, water or air event, all radiating from the Exposition grounds and forming the pattern for the spectacle. In nearby San Diego Bay thousands will thrill at one of the greatest naval reviews of modern times . . . the combined fleet of the U. S. Navy steaming in battle formation . . . 200 dreadnaughts, cruisers, destroyers, submarines, aircraft carriers, every type of fighting ship . . . the Army's swarming aircraft in the skies . . . Marines on parade . . . Foreign warships at anchor. . . Add to these a mammoth regatta in which hundreds of boats of all descriptions will take part. Thrilling sports carnivals crowd the daily calendar: the 26-mile marathon from Mexico to the grounds; golf and tennis tournaments; motorcycle stunting; feats in horsemanship; gymnasts' drills; pistol meets; rock drilling contest; arts and crafts competition; bowling tournaments—programs that embrace a wide range of sports. Special Days feature great conclaves of national groups . . . religious, civic, fraternal, Veterans. You will mingle with people you have always wanted to see . . . prominent government officials, foreign envoys, dignitaries, Eastern potentates. Idols of sport, screen and stage acting as masters of ceremonies. Receptions and fetes following each other in dazzling succession . . . accompanied by blaring bands, salvos of cannons, flourish of banners, applause of multitudes . . . a never-ending show with something sensational and inspiring for every hour of the day.



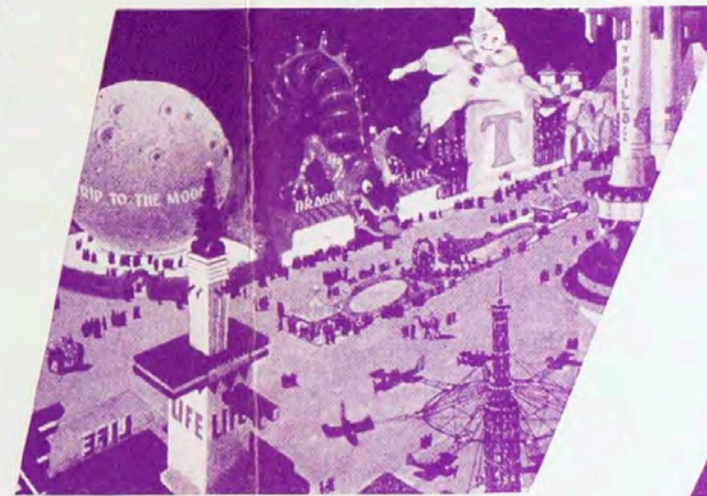
U. S. Air Armada Swarming Over San Diego.



Uncle Sam's Fleet in Home Waters.



Gold Gulch of the Roaring '49.



World of Amusements.



The Teas Pueblo.



On Coronado Beaches.

Amusements

A kaleidoscopic city of merry-making is the Amusement Zone. Here the funny, grotesque, fantastic thrill you at every turn of the expansive, fanciful area . . . joys and delights for grownups and children . . . More than one hundred midgets living and farming in a city and farm of their own . . . "Midget City" is an up-to-date community with everything that goes to make a city. "Midget Farm" is a doll-like grange where midget farmers till tiny plots of ground surrounded by midget animals.

Toyland is the children's delight . . . a maze of glides, slides and pony rides . . . "Miss America", "Sensations", "Artists' Models", "Fountain of Youth", glorify the dashing girl of today.

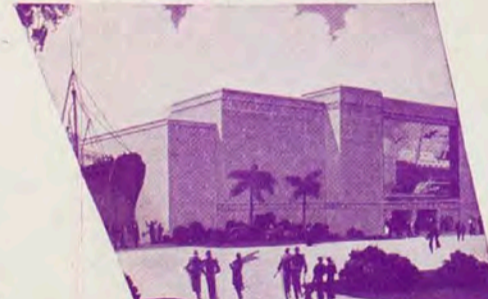
"Believe It or Not" surpasses all previous Ripley creations.

In the Motion Picture Hall of Fame you see movies actually made as it is done in Hollywood.

Other shows include: "Crime Never Pays", "Venetian Glass Blowers", "Boulder Dam", the "Globe of Death", "Days of Saladin" and Globe Theater.

Sport of Kings Thrills at Agua Caliente

Japanese Tea Garden



Palace of Water and Transportation



Botanical Gardens Cover the Grounds

Colorful Water Plants Display Rare Beauty



San Diego at Night.

Colorful Sections

Rendezvous, exotic communities and cosmopolitan dining centers offer delights beyond description. At the Cafe of the World you rub shoulders with the smart and the prominent and enjoy delicacies of many nations in an atmosphere of culture and gaiety. The House of Pacific Relations consists of 15 residences for representatives of foreign countries.

The Spanish Village recalls the mission era of early California. It is the largest village ever adorning an Exposition.

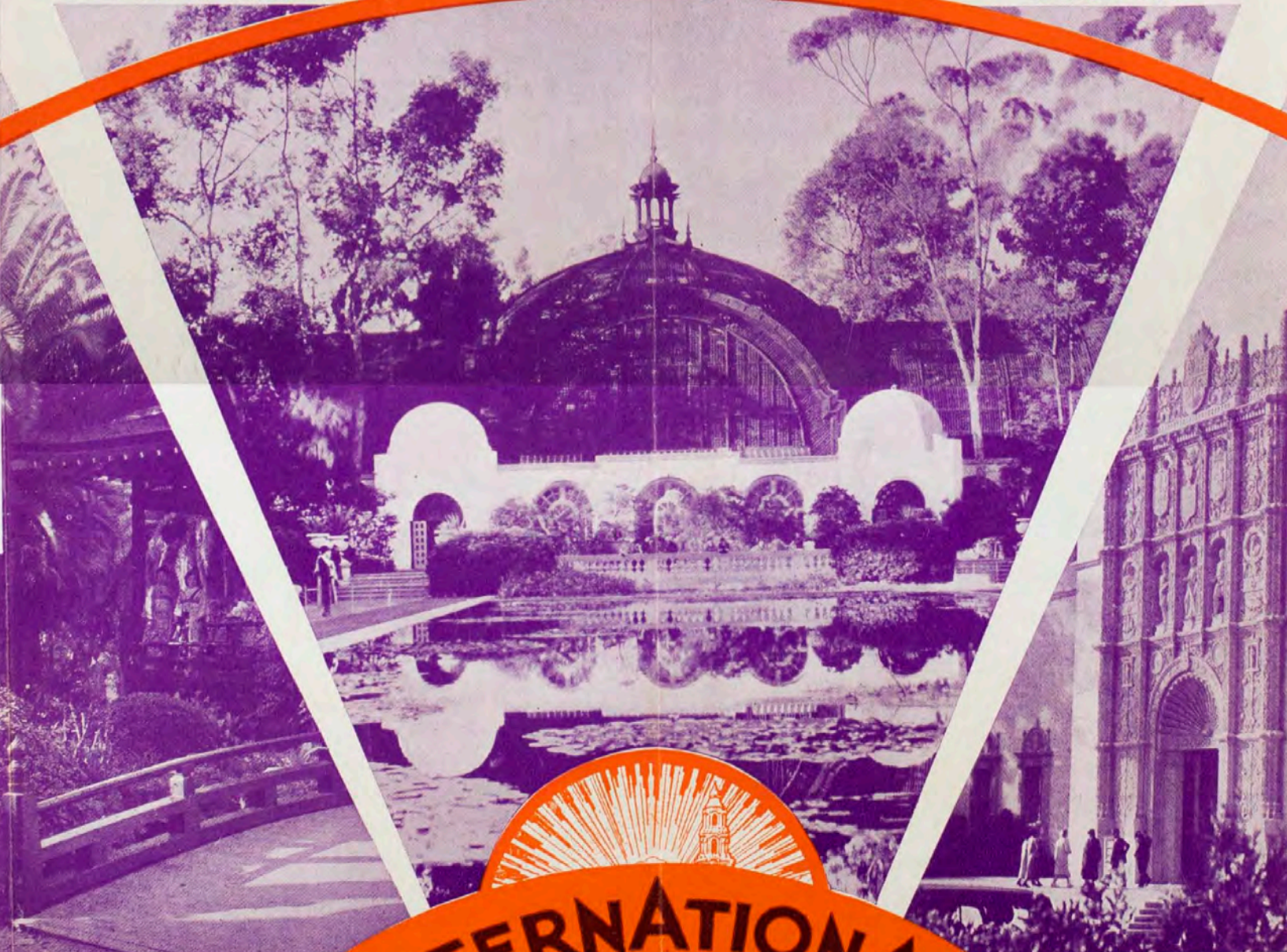
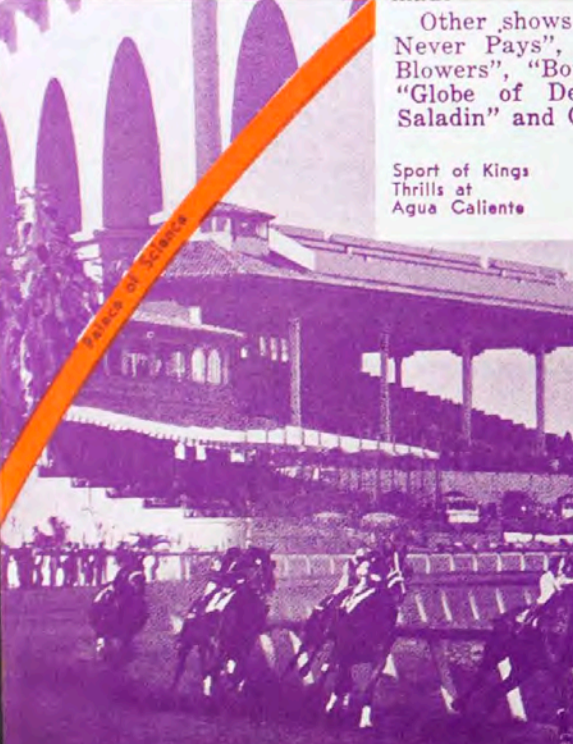
At the End of the Trail dwell hundreds of Southwestern Indians. Here you see the tribesmen practicing their weird ancestral rites in native dress, council dances, crafts and arts.

Gold Gulch is the gold rush days of the roaring '49 realistically reproduced. Deep in a canyon amid sourdough shacks, the iron-barred bank and other vivid touches of the camp you see the bearded miners panning for gold.

A shrine of sociability is the charming House of Hospitality.

Palace of Fine Arts

Rare Mountain Gorillas



CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION SAN DIEGO