

# SAN DIEGO

INVITES YOU TO  
CALIFORNIA-PACIFIC  
INTERNATIONAL  
EXPOSITION



15¢ *M*

POSTAGE  
1½¢  
WITHOUT  
MESSAGE

450

1936

SOUVENIR FOLDER



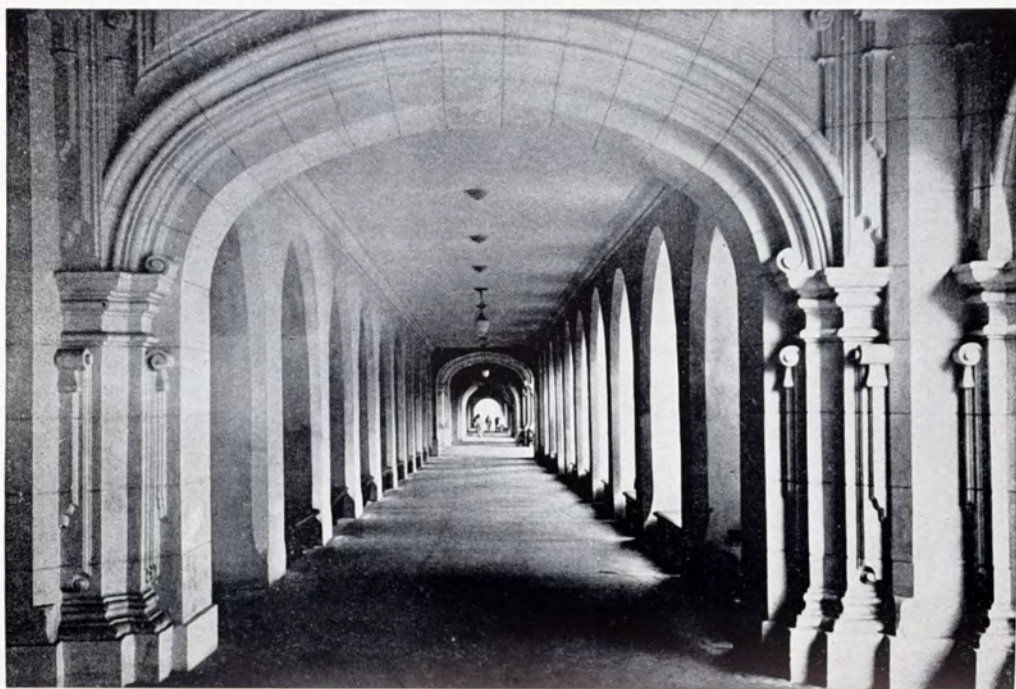


WEST ENTRANCE TO GROUNDS



*Lily Pond and Botanical Garden in Background*

FROM



ARCADE

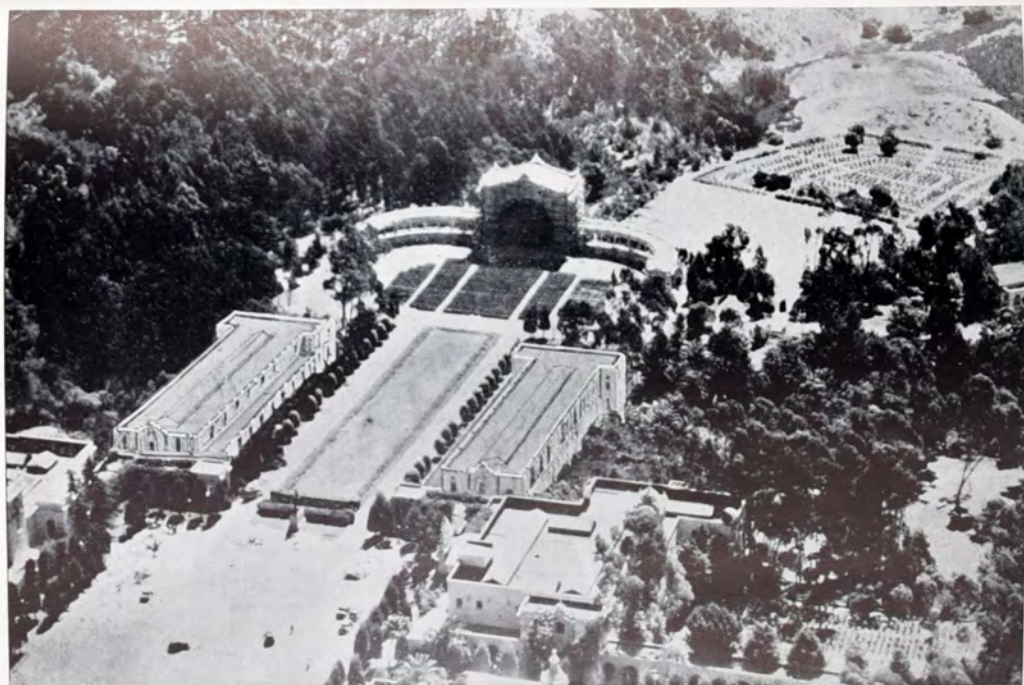


PACIFIC RELATIONS GROUP

FROM



PRESS BUILDING

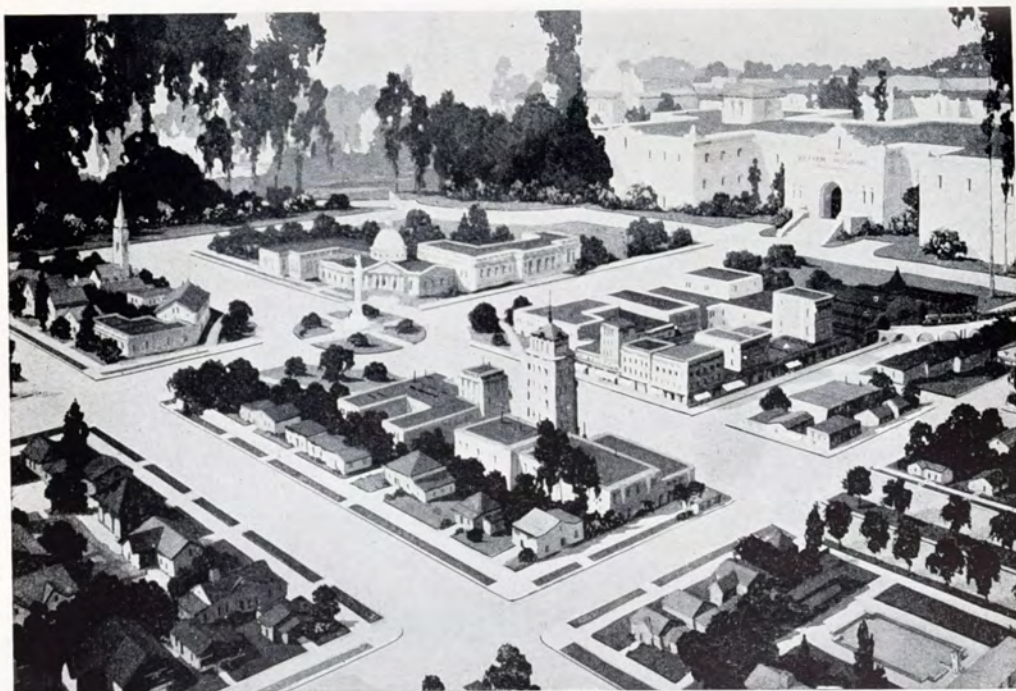


THE WORLD'S LARGEST OUTDOOR ORGAN

FROM



PALACE OF FOODS AND BEVERAGES



MODEL TOWN

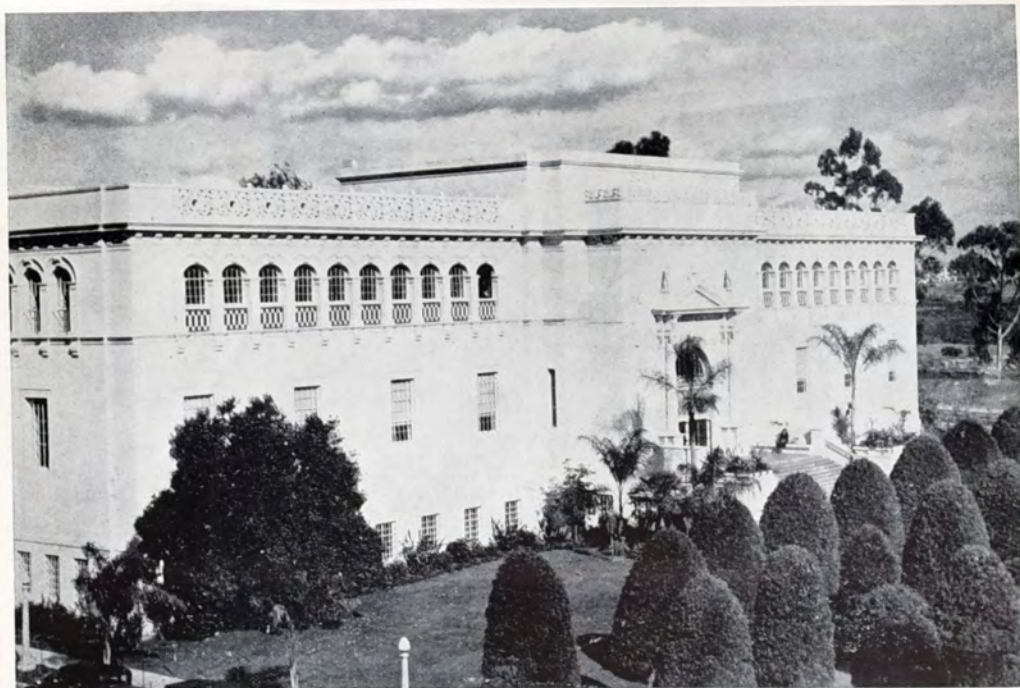
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FROM



GOLD GULCH DAYS OF '49



ART GALLERY

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FROM



AVENUE OF PALACES



COURTYARD OF HOUSE OF HOSPITALITY

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FROM



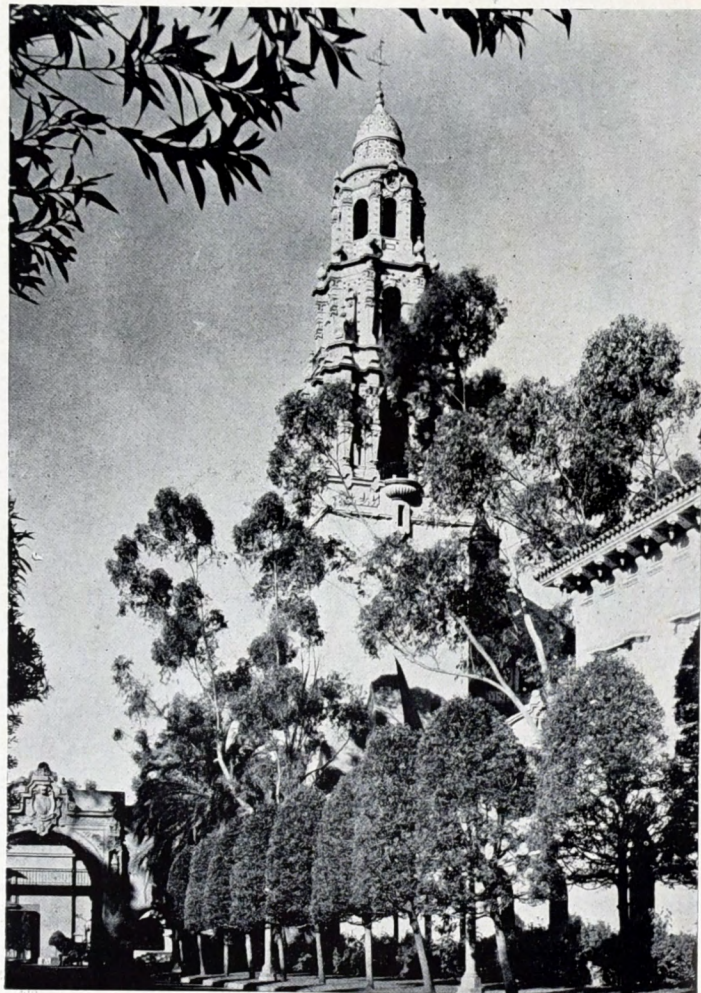
PALACE OF BETTER HOUSING AND HOUSE OF HOSPITALITY FROM LAGOON



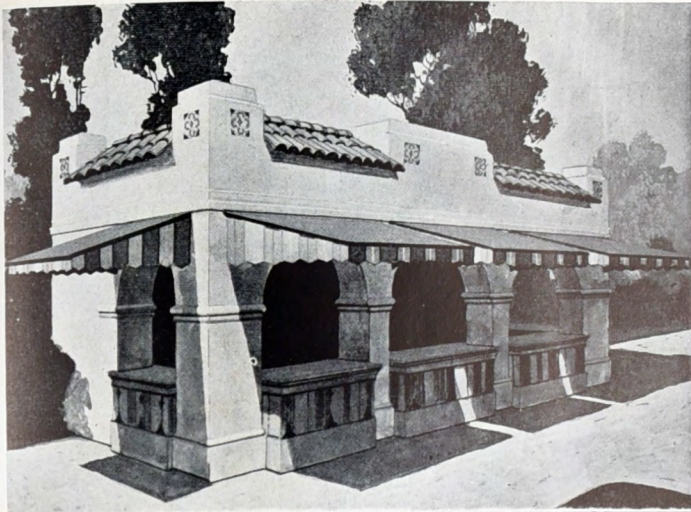
THE PLAZA

FROM





PALACE OF SCIENCE



UPPER--MODERN SANDWICH STAND



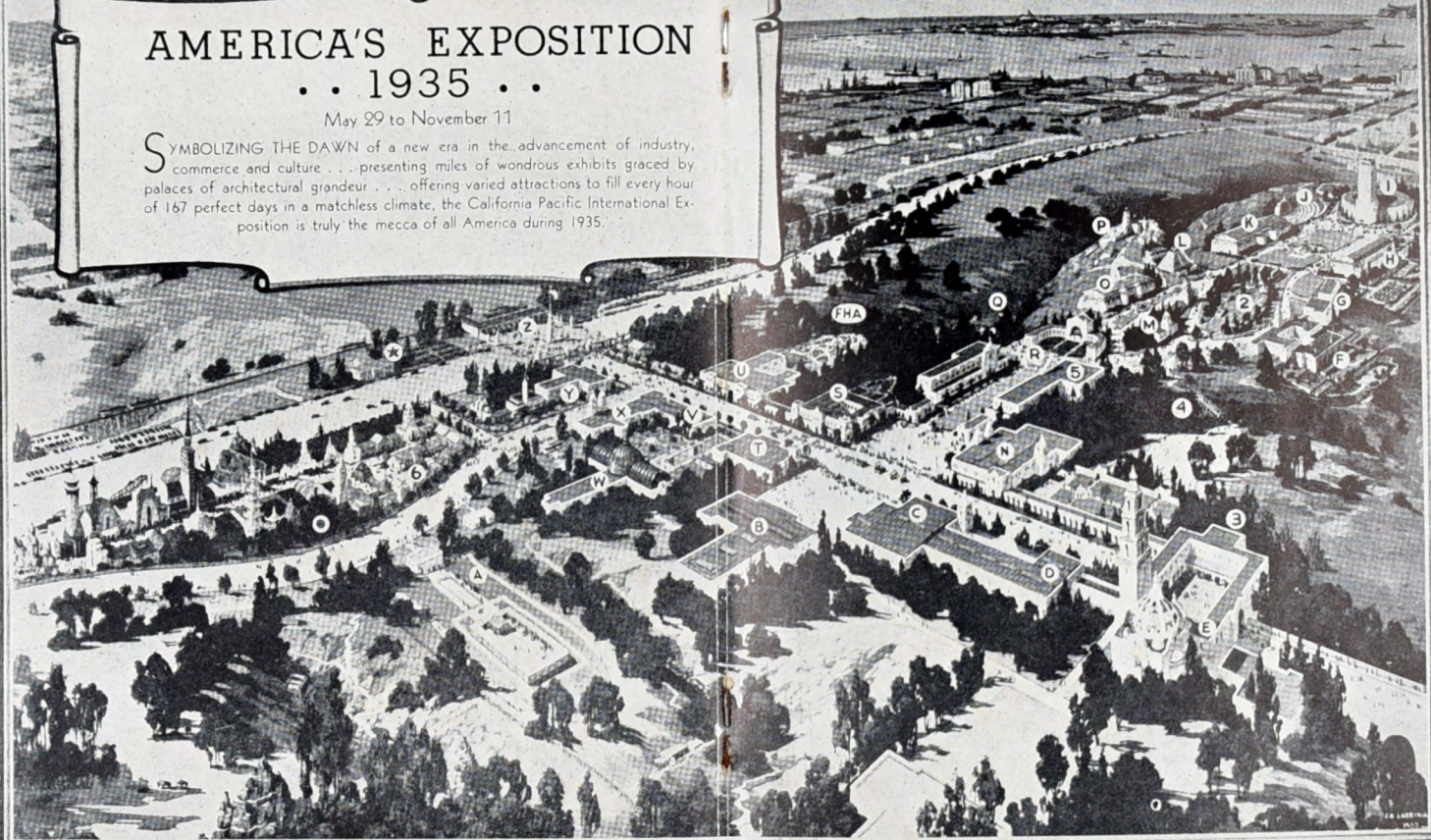
BANK OF AMERICA

FROM

# AMERICA'S EXPOSITION ... 1935 ...

May 29 to November 11

SYMBOLIZING THE DAWN of a new era in the advancement of industry, commerce and culture . . . presenting miles of wondrous exhibits graced by palaces of architectural grandeur . . . offering varied attractions to fill every hour of 167 perfect days in a matchless climate, the California Pacific International Exposition is truly the mecca of all America during 1935.



A—Zoo.  
B—Palace of Fine Arts.  
C—Palace of Photography.  
D—Palace of Science.  
E—San Diego Museum.  
F—Palace of Education.

G—Motion Picture Museum.  
H—California State Building.  
I—Ford Motor Co. Building.  
J—Ford Bowl.  
K—Palace of Electricity and Varied Industry.

L—Standard Oil Co. Bldg.  
M—Floral Building and Christian Science Monitor Building.  
N—House of Charm.  
O—Palace of Water, Travel

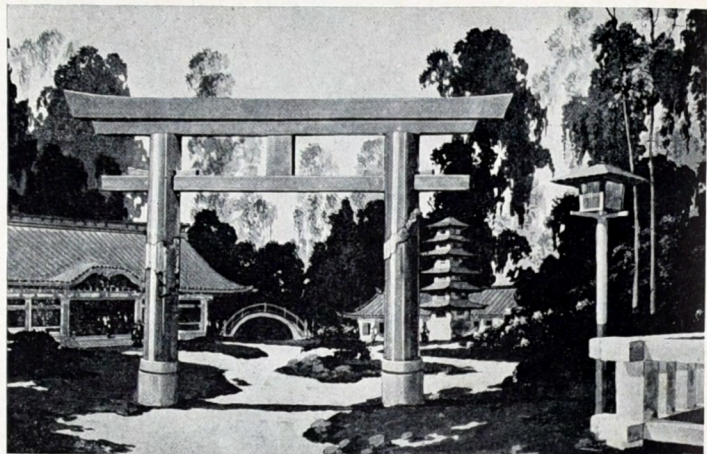
P—Mexican Village.  
Q—Gold Gulch.  
R—Spreckels Organ Pavilion.  
S—House of Hospitality.  
T—Cafe of The World.  
U—Palace of Better Housing.

V—Palace of Foods and Beverages.  
W—Botanical Building.  
X—Palace of Foods and Beverages.  
Y—Museum of Natural

History.  
Z—S. D. Street Railway Terminal.  
F. H. A.—Federal Housing Administration.  
●—Midway—Fun Section.

★—American and Canadian  
2—House of Pacific Relations.  
3—Museum of Anthropology.  
4—Canyon of the Palms.  
5—Federal Building.  
6—Spanish Village.

FROM



JAPANESE GARDEN



1 PALACE OF EDUCATION  
2 PALACE OF ELECTRICITY...VARIED  
3 SHELL INFORMATION BLDG.  
4 ARCH OF THE FUTURE

FROM



ARCH ENTRANCE TO GROUNDS



FOOD AND BEVERAGE BUILDING REFLECTS INTO LILY POND

FROM \_\_\_\_\_



CABRILLO BRIDGE



1 PALACE OF TRAVEL.  
2 CALIFORNIA STATE BLDG.

3 HOLLYWOOD HALL OF FAME  
4 FEDERAL BLDG.

FROM



ARCH ENTRANCE TO PLAZA



PALACE OF BETTER HOUSING

FROM \_\_\_\_\_



PALACE OF SCIENCE

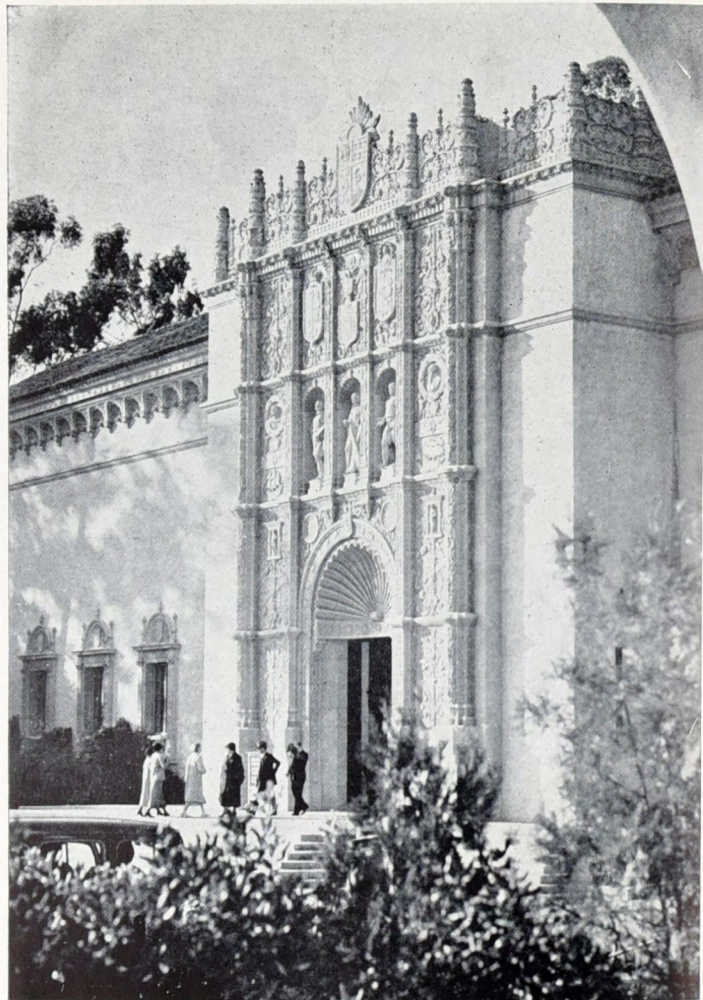


TOP. STANDARD OIL BLDG.



BOTTOM. INDIAN PUEBLO

FROM



ART GALLERY



PERMANENT TYPE OF CONSTRUCTION

FROM





FORD BUILDING



RIGHT CAFE OF WORLD

FROM

## Important Facts About the CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION

### THE SITE

The site of the California Pacific International Exposition is beautiful Balboa Park, in the heart of San Diego, the Southern gateway to the Pacific Coast and the West. The site has been selected because of the remarkably favorable climatic conditions in San Diego; and because of the availability of exhibit structures already erected, representing an investment of many millions of dollars, which serve as the nucleus for the new Exposition.

### DURATION

The Exposition will open May 29, 1935, and remain open 167 days to November 11, 1935.

### THE SPONSORS

The sponsors of the Exposition represent the outstanding business, civic, Governmental and commercial organizations and individuals of the West.

The Exposition is a non-profit organization. It is fully financed, both as to promotion and operation.

### FINANCIAL FACTOR

The most important factor in the sound financing of the Exposition, has been the acquisition of the buildings and grounds of beautiful Balboa Park for the Exposition site. This has solved the major financial problem facing an exposition, since this plant could not be duplicated for less than ten million dollars.

### NON-PROFIT CORPORATION

The California Pacific International Exposition was incorporated in the State of California for the purpose of promoting and maintaining an exposition in Balboa Park. The company was formed without capital stock on a non-profit basis. No bonds or stocks have been issued. So successful was the loan drive that it was 50% over subscribed.

### FULLY FINANCED

For the past year and a half, the Exposition officials have been quietly preparing Balboa Park and its buildings for the forthcoming Fair, remodeling and reconditioning old buildings, improving the landscape and erecting new structures.

## INTERNATIONAL CHARACTER

At least fifteen foreign nationalities will be represented in the "Court of Pacific Relations," where fifteen structures are already under erection. The Republic of Mexico is planning a separate, extensive exhibit, costing upwards of \$200,000; and negotiations with other Governments are under way.

## FEDERAL AND STATE ENDORSEMENT

The Federal Government has endorsed the Exposition through the expenditures of Funds in the reconditioning and extension of buildings and grounds, to an extent which will represent ultimately an investment of over one million dollars. The U. S. Pacific Fleet will make San Diego its headquarters during the period of the Exposition. Massed simultaneous maneuvers of several hundred Navy and Army planes will be one of the features of the Exposition Program.

## COMPLETE AT OPENING

The Exposition will open on time. It will be complete when it opens. Seventy-five per cent of the buildings are ready now for occupancy. Construction of additional buildings is well advanced. The winter months, naturally offer no construction problems, such as the Exposition in Chicago faced, to complete the building program on schedule. The Exposition when complete will represent a valuation of over \$12,000,000, without considering exhibits.

## THE LURE OF SOUTHWEST

A program of 167 special features has been carefully mapped out, with a new program for each of the 167 days of the Exposition. These features will serve as an added inducement to visitors. San Diego and vicinity abound in varied and romantic points of interest—historic missions, Ramona's Marriage Place, Coronado, the Coronado Islands, Lindbergh Airport, La Jolla, Agua Caliente, Mexico—the 'Monte Carlo' of the West—Tijuana, Old Town, the birthplace of California, etc., etc. These and other features will be duly stressed in the intensive Exposition publicity campaign.

## ANTICIPATED ATTENDANCE

At this time it is conservatively estimated that there will be in excess of 5,000,000 visitors. Indications are that this figure will be greatly exceeded. It is our policy to underestimate such figures rather than to overestimate them. During the fiscal year of 1933, over five million persons crossed into Mexico through the San Diego gateway. Up to August 1st, 1934, 4,565,557 had made the trip. Annually California has played host to 3,000,000 tourists. Excluding visitors from the East and Middle West, the Exposition has a population to draw on from the eleven western states of 15,000,000, less than 2 per cent of whom have seen the Chicago Expositions. Twenty years ago, when San Diego was one-quarter its present size, it drew almost 4,000,000 visitors to its Panama California Exposition.

## CONCENTRATED RESULTS

The Area of the California Exposition is approximately 185 acres of the park, considerably less than the area of the Chicago Exposition and much more concentrated. Far less walking is involved than at A Century of Progress. Consequently, a greater proportion of the visitors will inspect the entire grounds. It is safe to say that each exhibitor will have as many visitors at his display out of a total gate of five to ten million, as out of a total attendance of fifteen to twenty million at Chicago.