

CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION - SAN DIEGO



SOUVENIR  
PROGRAM



STANDARD OIL  
*Products*

FIESTEROS DEL  
STANDARD OIL  
JULY 20<sup>TH</sup>

19  35

#### FIESTEROS DEL STANDARD OIL:

Welcome to our Exposition. It is a great pleasure to have you here and we hope you will enjoy every minute of your visit.

I have a special reason for being pleased to have a chance to say something to a large group of Standard Oil people. It gives me, on behalf of all of those responsible for the Exposition, an opportunity to voice some expression of the appreciation we feel towards your Company for what it has done to make this Exposition a success. I do not refer merely to the splendid building and exhibit the Company has here, but more to the assistance it has rendered in many other ways. In the earliest stage of our activity we found, without asking, Standard Oil executives at our side, offering us the services of the Company. From then until now members of your organization have been constantly working with us, in more ways than I can tell you here, and at no time with any request for advantage or special favor.

The attitude throughout has been that of a great and civic-minded organization, and it is indeed a pleasure to express to you our appreciation of the invaluable services which the Company of which you are a part has so unselfishly rendered.

Sincerely and cordially yours,

FRANK G. BELCHER

*President*

CALIFORNIA PACIFIC  
INTERNATIONAL EXPOSITION



K. R. KINGSBURY

To the Fiesteros del Standard Oil assembled at San Diego, I extend the greetings of the Board of Directors. That several thousand employees from various departments of the Company, their families and friends, are gathered together in this manner is a splendid and inspiring thing. It symbolizes the friendly relationships which have been traditional within our ranks and of which we are very proud. Such a gathering as this will contribute to making those relationships still closer and friendships more lasting.

We congratulate the Committee in charge on the success of this fiesta and say to all of you "¡Felicidades a los Fiesteros!"

*K. R. Kingsbury*



OUR HOST  
W. C. RENWICK  
*District Sales Manager*  
SAN DIEGO



California Tower—Alcazar Gardens

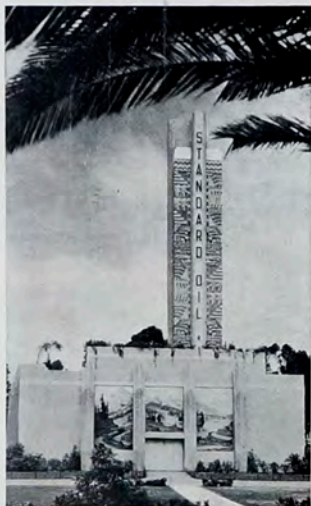
## CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION

*"America's Exposition"*

**CA** LEGACY OF the Panama California Exposition in 1915 to San Diego was beautiful Balboa Park, 1400 acres in extent, as well as a number of handsome permanent buildings. These had been planned with the dream of an international exposition in mind, and work on such a project has been going quietly forward during the intervening years. This park and its buildings formed the nucleus for the ten million dollar plant and gave a setting unique in the records of world's fairs.

Nestled in the center of this park, famous as one of the five most beautiful parks in the world, lie the Exposition grounds proper, covering 300 acres. All the permanent buildings carried over from 1915, are of Spanish renaissance and Spanish colonial design, while the new buildings combine the two oldest and most typically American schools of architecture—the ancient Mayan and Indian Pueblo. Little or no ornamentation is used on these new buildings, the architects depending almost wholly upon native, blooming, living flowers and vines. The arboreal and floral glory of the park generally, shaded walks, cool porticos and patios, flowers and shrubs mellowed by the years, and plantings carefully tended for almost two decades, have moulded grounds and buildings into a harmonious whole. High towers are made more beautiful by the blaze of bougainvillea climbing to their highest point; cream white facades are spattered with the shadow patterns of brilliant sunlight filtered through drooping pepper trees; and bell towers lift their heads above masses of tropic palms and lacy eucalypti. Limpid pools reflect the surrounding buildings by day and catch the soft hues of myriad colored lights at night. America's Exposition strikes a new note in nocturnal beauty. Instead of glaring brilliancy, there is offered a night scene hitherto unrevealed. Many colored lights cast their rays against the exhibit palaces in such a manner as to accentuate their architectural perfection, and colored lights cast their soft hues against trees and shrubs, presenting a breathtaking picture never to be forgotten.

This Exposition tells the story of mankind's restless urge toward achievement, depicting the past and present and forecasting the future in varied fields



Standard Oil Building

of human activity — culture, science, beauty, history, art and recreation. Exhibits of commerce and industry portray the changes of industrial life, contrasting between the old and the new. The Exposition section of the park is laid out in the form of the letter "S," extending from northeast to southwest. The amusement zone forms the top of the "S," the middle section being exhibit palaces, and the lower section being devoted to additional exhibit palaces and individual industrial buildings.

Prominent among the exhibit palaces are the following:

The Palace of Science—This is the tallest of Exhibit structures, rearing its jewelled tower into the sky. Here are housed such examples of the progress of man as ancient Peruvian surgery to modern telephony.

The Palace of Foods and Beverages contains displays, exhibits and demonstrations of everything pertaining to these important subjects.

The Palace of Electricity and Varied Industries is devoted to exhibits of electrical machinery and devices—outstanding in this exhibit is the "House of Magic," an amazing series of electrical demonstrations.

The Palaces of Natural History and of Fine Arts contain the finest collections in their respective fields.

The Palace of Photography contains the fifth annual salon of photography, in which photographers from all parts of the world are competing.

The Palace of Travel, Transportation and Water, through its animated exhibits and displays, tells a graphic story of the great strides made by transportation during the past 400 years.

The Palace of Better Housing, Palace of Education, House of Charm, House of Hospitality—each in their individual way carry many interesting exhibits and stories.

In the group of Special Exhibit Palaces, the Federal Government, State Government and individual exhibitors have expended millions for their participation in this Exposition.

The Federal Building contains exhibits from more than twenty government departments. The building itself is of unique Mayan design and said to be one of the finest of its type ever developed—this at a cost of \$350,000.

The California State Building, costing \$90,000, provides displays for the counties of the state, as well as a huge exhibit of the state government.

The Standard Oil "Tower to the Sun" is one of the most beautiful of the individual exhibitor's structures. A building beautifully done in Mayan architecture, rearing its majestic tower to the sky, presents a striking picture. Particularly noticeable within the building is the lack of commercialism, the whole of the exhibit being devoted to the story of the National Parks of the West—truly an amazing program which has been named "Illuvision."

The Ford Exhibit Palace, providing 118,000 square feet of exhibit space, is devoted to the actual manufacture of parts for Ford automobiles. Immediately adjacent is the Ford Music Bowl, a huge music amphitheatre, where daily symphonies, musicals, chorals, band concerts, ballets and stage presentations are offered.

The Hollywood Motion Picture Hall of Fame contains the story of the Motion Picture, as well as the actual making of motion pictures.

The House of Pacific Relations is the foreign colony participation in the Exposition. This is composed of fifteen hacienda type cottages, with floral patios, surrounding a central court and pool—the section being dedicated to international peace and amity.

The picturesque architecture of old Spain is reproduced faithfully in the Spanish Village, which covers an area of 90,000 square feet and contains numerous units. It is the largest village of its kind ever built for an exposition. Olive trees, colorful blooms and gay patios add to the attractiveness of this scene.

One of the high spots of interest is the Exposition Zoological Gardens housing 2,500 animals, birds and reptiles, among which are to be found many rare specimens.



Botanical Building and Lagoon



Ford Building at Night

Gold Gulch recreates the colorful days of '49 and the California gold rush. It is located in a deep ravine and bearded miners pan gold in settings reminiscent of the famous mining camps. Here also is the Sheriff's office, iron barred bank, general store, "First Chance" saloon, stamp mill and shacks which are only a few of the many buildings that reproduce the olden, golden days when the cry of gold brought men to California from all parts of the world.

The Indian Village—known as "The End of the Trail," houses more than 150 Indians from 30 different North American tribes. Rug weaving, pottery, basketry, arrow making and kindred activities in which the redman excels, are seen.

Exotic Zorine—"Goddess of the Sun," and about 20 daughters of the sun, who will form her retinue, live in "Zoro Gardens," which is a beautiful blending of natural verdure and landscaped gardening in a shaded ravine. This attraction is designed to explain to the general public the ideals and advantages of natural outdoor life.

The Amusement Zone—known as the Midway—is a kaleidoscopic city of merry making. An unrivalled group of fun attractions, strange shows and rides gathered from all corners of the world. The Midway is 1,200 feet long and 350 feet deep with a 40 foot promenade called "El Zocalo." The 2,400 feet of frontage presents every conceivable type of architecture, housing the best shows in existence. The attractions here are valued at more than \$1,500,000.

For natural beauty and colorful history no better spot could be found for this wonderful Exposition than San Diego. Fra Junipero Serra, gray-robed Franciscan monk, who founded the chain of missions which extend, one day's journey apart, from San Diego in the south to Sonoma in the north, called it "The Land of Joyous Aspect." It is truly that.

## PROGRAM

●  
 FORD MUSIC BOWL  
 SATURDAY, JULY 20, 1935  
 12:00 NOON

●  
 MASTER OF CEREMONIES  
 "HAPPY" WINTZ

●  
 GREETINGS  
 W. C. RENWICK

●  
 COMMENTS  
 R. B. KIRCHHOFFER  
*General Chairman*

●  
 INTRODUCTION OF COMPANY OFFICIALS

●  
 ANNOUNCEMENTS

●  
*Ford Bowl and Music Courtesy Ford Motor Co.*



The Arch Way



### GENERAL COMMITTEE

ROY ROWLAND <i>President Employees Association</i>	G. W. SIMPKINS <i>Manufacturing Department</i>	T. C. WELLMAN <i>Vice-General Chairman</i>	J. A. LYSLE <i>Standard Stations, Pasadena</i>
ELMER OLSEN <i>Badges and Hats</i>	C. W. MONTGOMERY <i>Transportation</i>	E. D. JONES <i>Sales Department</i>	W. J. MORGAN <i>Publicity</i>
F. L. TEST <i>Finance</i>	R. B. KIRCHHOFFER, <i>General Chairman</i>	R. S. WELCH <i>Standard Stations, Los Angeles</i>	H. H. REED <i>Producing Department</i>
G. B. MALLORY <i>Motor Transport Department</i>	E. R. BENSON <i>Personnel Department</i>	C. V. LANE <i>Purchase and Stores Department</i>	ALEX GOLDMAN <i>Marine Department</i>

Committee members not available for the photograph:  
 RAY WOOD, *Producing Department*  
 T. L. TAGGART, *Standard Gasoline Company*  
 M. A. DONAHUE, *Transportation Department*

### SUB-COMMITTEES AND DEPARTMENTAL COMMITTEES

#### El Segundo Refinery Advisory Committee

G. W. SIMPKINS, <i>Chairman</i>	S. D. BARKLEY
W. W. DAVISON	R. K. ROWELL
C. H. LYNAM	C. L. GRIBBLE
R. R. THORBURN	H. L. ANDERSON ( <i>Inglewood</i> )
F. A. BLACK	A. GOLDMAN ( <i>San Pedro—Marine</i> )

#### Producing Department

R. B. HECOX, <i>Chairman North Division</i>	ROY ROWLAND, <i>Santa Fe Springs</i>
BARTON CATER, <i>Chairman South Division</i>	H. H. REED, <i>Land and Lease</i>
	RAY WOOD, <i>Los Angeles Office</i>

#### Los Angeles Departments

E. W. MORGAN, <i>Building Employees</i>	E. R. BENSON, <i>Personnel</i>
DOROTHY SHAY, <i>Standard Gasoline Co.</i>	M. A. DONAHUE, <i>Transportation Dept.</i>
W. O. MALOTT, <i>Pipe Lines</i>	C. S. BOERSTLER, <i>Attendance</i>
H. F. HILLHOUSE, <i>Motor Transport</i>	H. Y. STEVENSON, <i>Greeters Committee</i>
JOHN HAYS, <i>Purchase and Stores</i>	J. L. BURKE, <i>Entertainment</i>

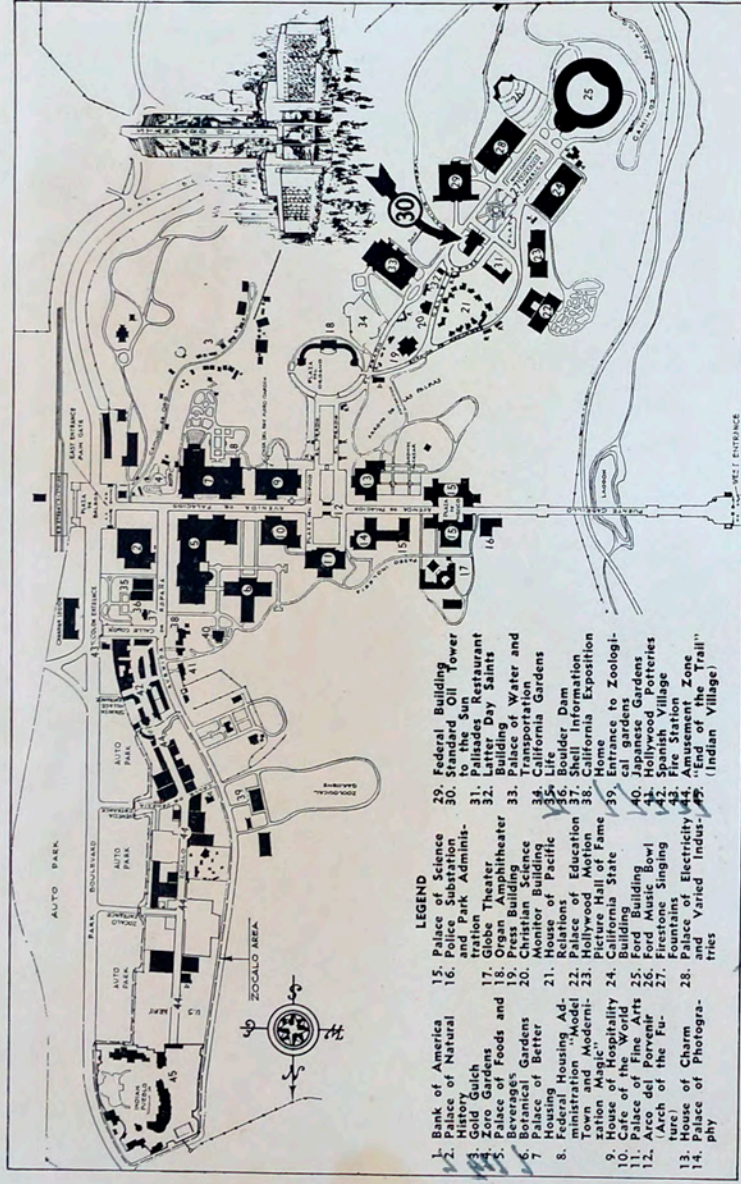
#### San Joaquin Valley Departments

L. B. JEFFRIES, <i>Chairman</i>	
J. F. FABER and W. C. DUTEN, <i>Mfg.</i>	F. H. KRATKA, <i>Motor Transport, Bakersfield</i>
C. A. SWIGART, <i>Pipe Line</i>	KENNETH LE GAR, <i>Motor Transport, Taft</i>
ELMER FULMER, <i>Standard Gasoline</i>	TED CASSELMAN, <i>Finance and Trans.</i>
CHAS. BEVINS, <i>Standard Gasoline K. H.</i>	J. M. DEAN, <i>Attendance</i>
K. C. HAYES, <i>Purchase and Stores</i>	FRANK SULLIVAN, <i>Entertainment</i>

#### Sales Departments

<i>Los Angeles Agency</i>	
E. D. JONES, <i>Chairman</i>	G. H. LETELLIER, <i>Sales Accounting</i>
H. A. EDLER, <i>Vice-Chairman</i>	J. V. JOHNSON, <i>Sales Maintenance</i>
<i>Bakersfield Agency</i>	
L. B. JEFFRIES, <i>Chairman</i>	REX MONROE, <i>Vice-Chairman</i>
<i>Santa Barbara Agency</i>	
S. E. STRETTON, <i>Chairman</i>	C. E. FAIRBAIRN, <i>Vice-Chairman</i>
<i>Phoenix Agency</i>	
F. J. PAINE, <i>Chairman</i>	F. E. HENDERSON
R. H. COVERT, <i>Vice-Chairman</i>	C. H. ROLFE
G. L. PHELPS	C. T. SMITH
<i>San Diego Agency</i>	
L. V. HALBROOK, <i>Chairman</i>	E. L. MARTIN, <i>Vice-Chairman</i>
<b>Standard Stations, Inc.</b>	
R. S. WELCH, <i>Los Angeles</i>	W. J. BEATON, <i>Phoenix</i>
J. A. LYSLE, <i>Pasadena</i>	C. N. SANBOURN, <i>Phoenix</i>
S. B. BLAKE, <i>Bakersfield</i>	J. E. ROCKWELL, <i>San Diego</i>

In addition to the above, a great many employees have given unstintingly of time and effort, serving on numerous smaller committees. Lack of space prevents listing all these other committees and committee workers but the full thanks of the General Committee is herewith extended to all those concerned for their cooperation and assistance toward making this day a successful one in the annals of Standard Oil history.



- LEGEND**
- |                                   |  |
|-----------------------------------|--|
| 1. Bank of America                | 29. Federal Building                   |
| 2. Palace of Natural History      | 30. Standard Oil Tower to the Sun      |
| 3. Palace of Zoology              | 31. Palms Restaurant                   |
| 4. Zoological Gardens             | 32. Building                           |
| 5. Palace of Foods and Beverages  | 33. Palace of Water and Transportation |
| 6. Botanical Gardens              | 34. California Gardens                 |
| 7. Palace of Better Housing       | 35. Life of California                 |
| 8. Federal Housing Administration | 36. Boulder Dam                        |
| 9. House of Hospitality           | 37. Shell Information                  |
| 10. Cafe of the World             | 38. California Exposition              |
| 11. Palace of Fine Arts           | 39. Entrance to Zoological Gardens     |
| 12. (Arch of the Future)          | 40. Japanese Gardens                   |
| 13. House of Charm                | 41. Spanish Villages                   |
| 14. Palace of Photography         | 42. Fire Station                       |
|                                   | 43. Amusement Zone                     |
|                                   | 44. End of the Trail (Indian Village)  |
|                                   | 45. Indian Village                     |

Use of this map through courtesy of G. F. Wolcott, Publisher of the Official Guide of the California Pacific International Exposition.

*The end of the trail was the last photo entire fair*



Part of the ticket of The Shrine Auditorium  
went with Aunt Esther Sept. 22 1935  
To see The Cowboy Jubilee. Including  
all the cowboy and hill billie acts  
of southern Calif.

County Fair

CALIFORNIA 1935

ADMISSION

given free to  
students. I didn't  
get to go