



HOLLYWOOD GUIDE

**Where to Go
What to See**

**Homes of Movie Stars
Map of Hollywood
and Beverly Hills**

35¢

**CALIFORNIA PACIFIC
INTERNATIONAL EXPOSITION NUMBER**

CALKINS

*Official Seal of
The California Pacific International
Exposition*



SAN DIEGO, MAY 29 TO NOVEMBER 11
1935

History California Pacific International Exposition

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.



CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION

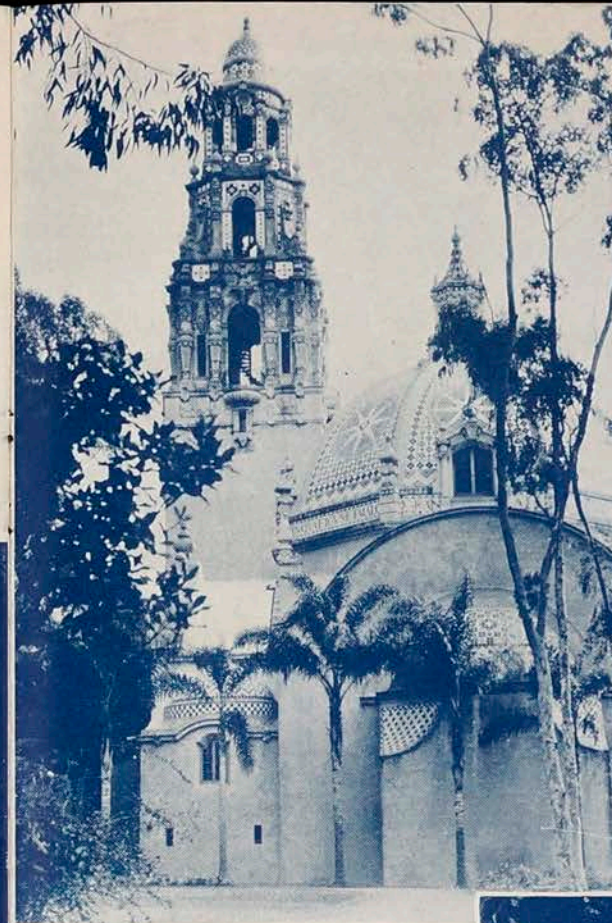
The Administration Building and a corner of the Palace of Better Housing at America's Exposition, in world-famous Balboa Park, San Diego, California.



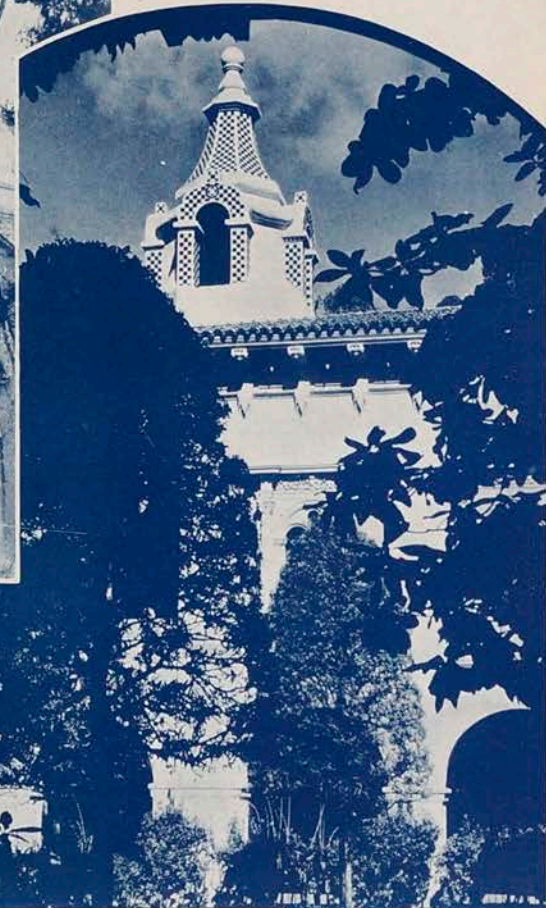
A picturesque Spanish senorita — Florenz Kelton—frames this interesting view of the patio for the House of Hospitality at America's Exposition. The patio is a perfect replica of the famous convent courtyard at Guadalajara, Mexico.



The spacious botanical gardens at America's Exposition, San Diego, California, as reflected in mirror lake is one of the most photographed spots in Southern California.



A view of the California tower and dome at the western entrance to America's Exposition, San Diego, California. This clearly shows the interesting tile mosaics, which have made this building one of the outstanding examples of the Spanish Renaissance architecture in the United States.



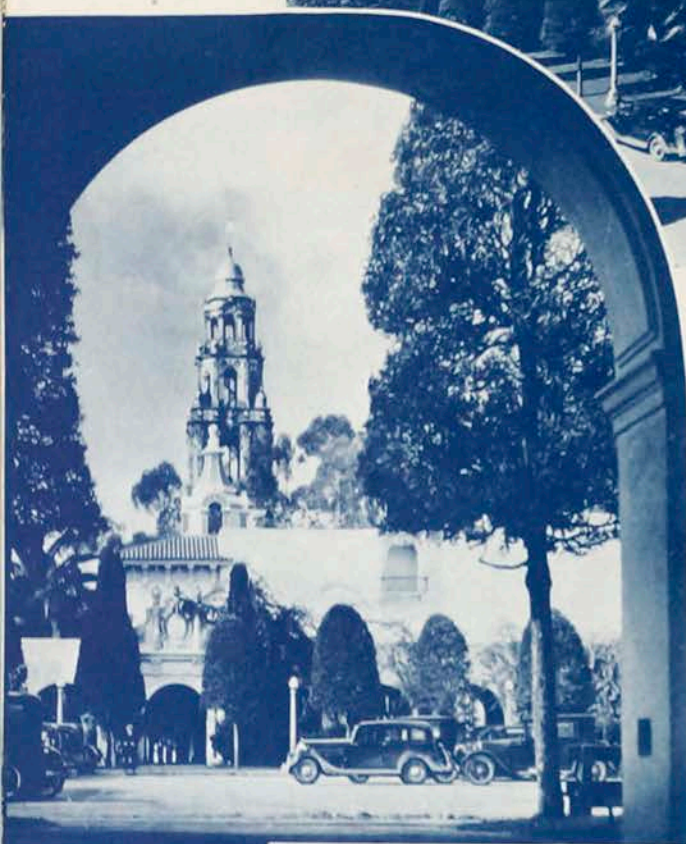
Luxuriant shrubbery and architectural gems characteristic of the outstanding beauty of America's Exposition in world-famous Balboa Park, San Diego, California.



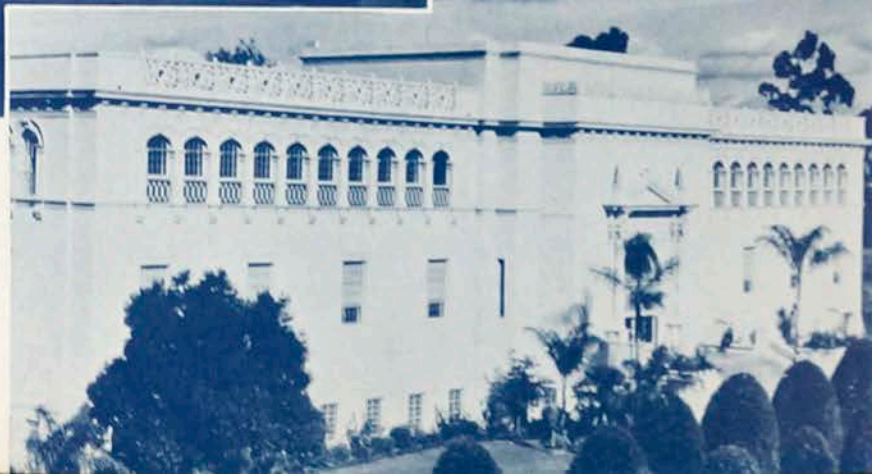
An interesting bird's-eye view of the spacious grounds in America's Exposition in world-famous Balboa Park, San Diego, California.

CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION

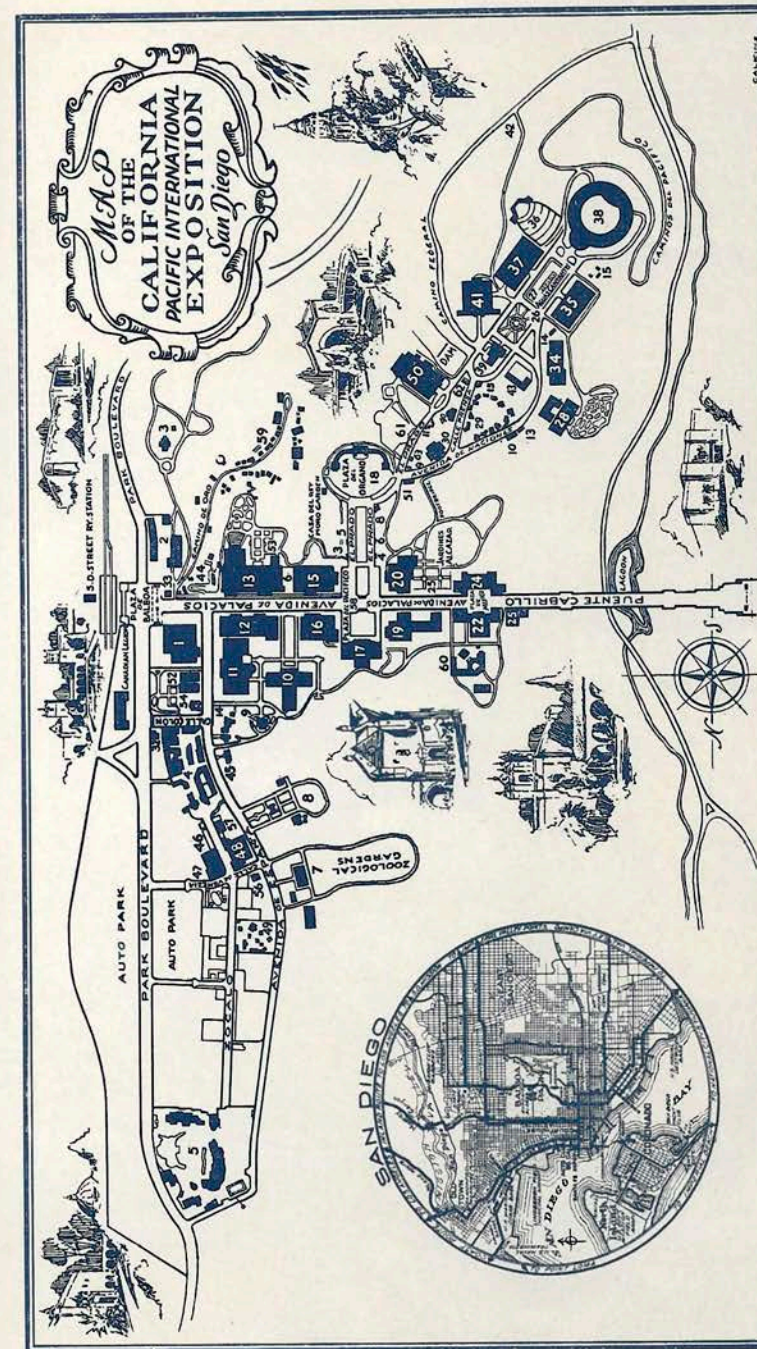
The Palace of Natural History at America's Exposition, San Diego, houses nearly 400,000 scientific specimens.



Looking west along the Avenida de los Palacios across the Plaza del Pacifico showing the Palace of Photography and Science with the California Tower in the background.



The massive Palace of Foods and Beverages at America's Exposition, San Diego.



LEGEND

- 1 Natural History
- 2 Park Service Yard
- 3 Girl Scouts
- 4 Spanish Village
- 5 Indian Pueblo
- 6 Oriental Water Rug
- 7 Zoo
- 8 Turtle Farm
- 9 Japanese Group
- 10 Botanical Building
- 11 and 12 Foods and Beverages
- 13 Better Housing
- 14 Model Home
- 15 House of Hospitality
- 16 Cafe of the World
- 17 Palace of Fine Arts
- 18 Spreckels Organ
- 19 Palace of Science and Photography
- 20 House of Charm
- 21 Zoological Research
- 22 San Diego Museum
- 23 Park Board
- 24 San Diego Museum
- 25 Alcazar Garden
- 26 Plaza de America
- 27 Firestone Fountain
- 28 Palace of Education
- 29 Foreign Nations Hacienda
- 30 Press Building
- 31 Electric Sub-Stn.
- 32 Fire Station
- 33 Bank and Information
- 34 Women's Palace
- 35 State Building
- 36 Music Bowl
- 37 Electricity and Varied Industries
- 38 Ford Building
- 39 Standard O.I. Co.
- 40 Christian Science Monitor
- 41 Federal Building
- 42 Electric Sub-Stn.
- 43 Palisades Restaurant
- 44 Zoro Gardens
- 45 Tile & Pottery Building
- 46 Miss America
- 47 Glass Blowers
- 48 Midget City
- 49 Midget Farm
- 50 Water and Transportation
- 51 Public Toilets
- 52 Life Building
- 53 Federal Housing Administration
- 54 Boulder Dam
- 55 Shell Oil Co.
- 56 Public Toilets
- 57 Two Headed Baby
- 58 Arco del Porvenir
- 59 Gold Gulch
- 60 Globe Theatre
- 61 Calif. Gardens
- 3 to 15 Refreshment Stands
- 62 Latter Day Saints
- 63 Shell Information

When visiting the fair be sure to get this illustrated map, size 17x28, including map and street index of San Diego. Price 15c.

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CALIFORNIA
PACIFIC INTERNATIONAL
EXPOSITION

*Two pretty San Diego girls invite
the world to visit the Palace of Fine
Arts at America's Exposition, San
Diego, California.*

*Florenz Kelton strums a cordial
invitation to the world to visit
America's Exposition at San Diego,
California. Interesting bits of the
California Tower and dome at the
western entrance to the Exposition
may be seen in the background.*



*The Palace of Educa-
tion at America's Ex-
position enhanced by
exotic palms and
framed by giant Cali-
fornia eucalypti.*

MEMO OF MY TRIP