

SOUTHERN
CALIFORNIA

P I C T O R I A L

L
I
F
€

E
X
P
O
S
I
T
I
O
N

I
S
S
U
E

WELCOME

P·A·C·A·

Marissa Flores, teacher of Spanish and Mexican dances,
with the Ratliff Academy of Dancing,
Broadway at Eleventh, San Diego.

HARWOOD
HOYT
FAWCETT

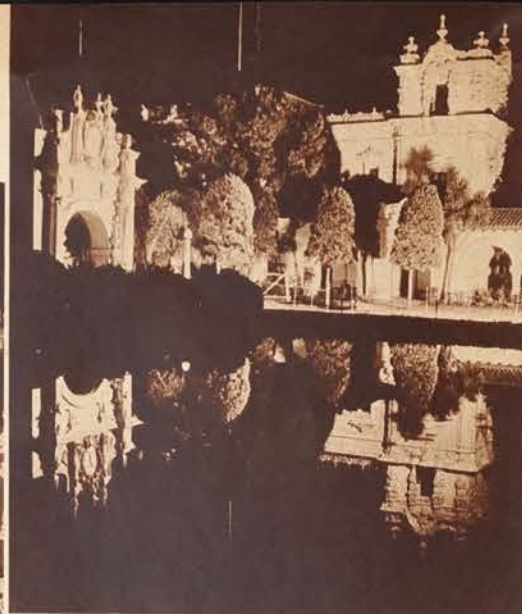
•
Editor and
Publisher

VOL. 4
NO. 4

25¢

THE MAGIC OF LIGHT

THE SAN DIEGO CONSOLIDATED GAS & ELECTRIC COMPANY •

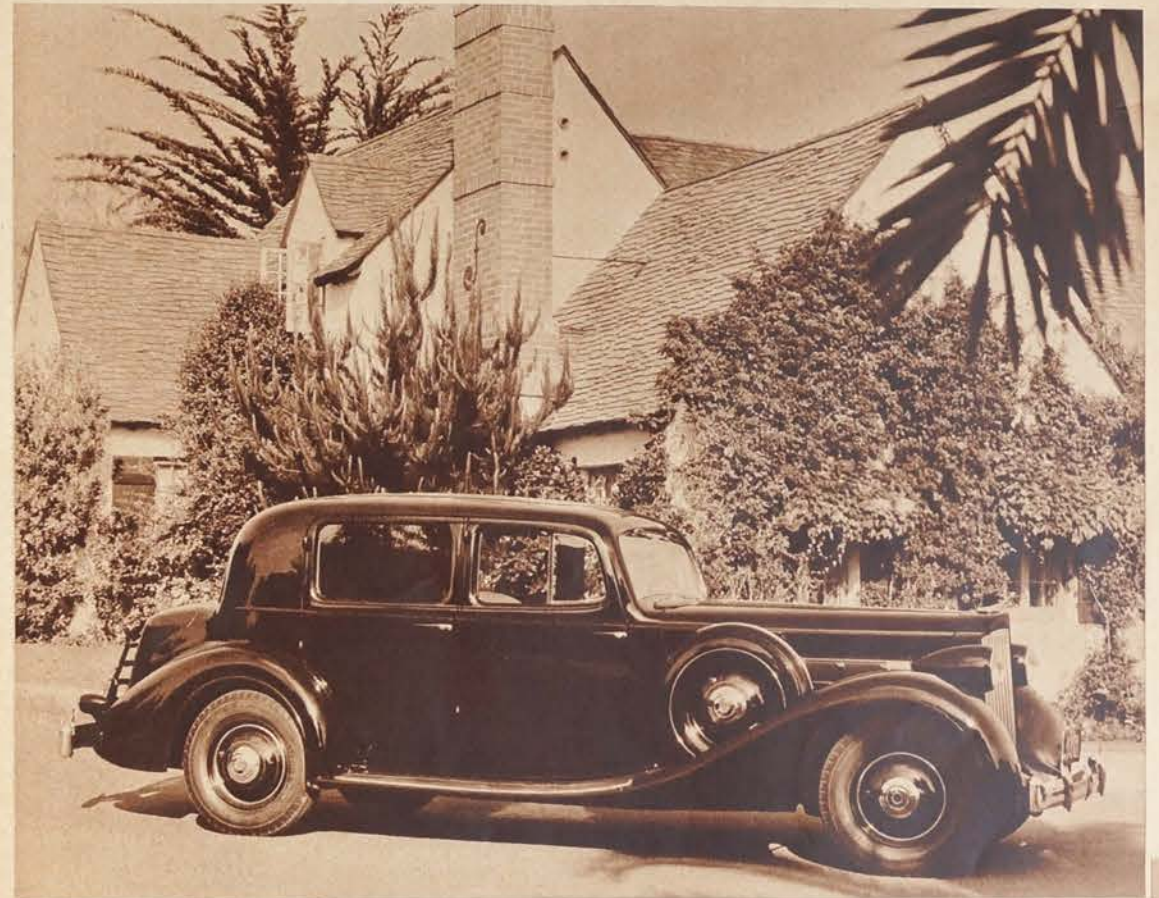


AMERICA'S EXPOSITION
SAN DIEGO, CALIFORNIA
"WELCOME P.A.C.A."



SOUTHERN CALIFORNIA
PICTORIAL LIFE •

PACKARD SALUTES LA JOLLA

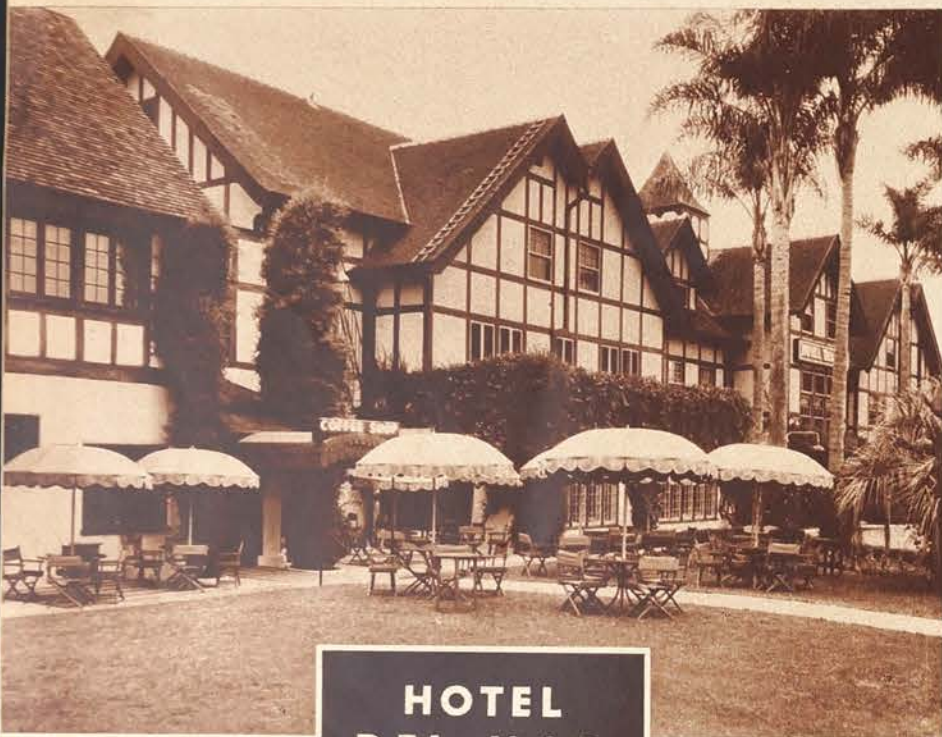


• Pictured against one of La Jolla's loveliest homes, this new Packard Eight Sedan demonstrates the true harmony of beauty wrought by Packard's designers in this "finest of motor cars." This car and the car below are from the showrooms of L. E. Dresback, Incorporated, Kettner Blvd. and Ash Street.

THE smart La Jolla Beach Club serves here as a background setting off the beautiful lines of the new Packard One-Twenty — the car with which Packard extended its leadership into the low-price field. Packard cars are distributed in the San Diego area by L. E. Dresback, Incorporated, Kettner Boulevard and Ash Street.



EN ROUTE TO THE EXPOSITION



HOTEL DEL MAR and ENGLISH COTTAGES

● The Patio extends an open invitation to guests.

30 QUICK MINUTES from the EXPOSITION GROUNDS

● WHEN traveling to or from the Exposition, relax at lovely Hotel Del Mar, or spend your entire vacation at this distinguished resort-hotel. An ideal beach and all your favorite sports under perfect conditions of climate and scenery.

● Hotel Del Mar Coffee Shop, below, adjoins the main Dining Room.

WHITTINGTON PHOTOS



A delightful bit of Old England... a hostelry famed for fine food and perfect service. Hotel Del Mar is just 30 quick minutes north of San Diego on Coast Highway 101 and the main Santa Fe line. Overnight rates... \$3.50 single, \$5.00 double, up, with bath. American Plan: Single, \$7.00, Double \$13.00, up, with bath.

DEL MAR • SOUTHERN CALIFORNIA

P I C T O R I A L
S O U T H E R N
C A L I F O R N I A

THE GOLD OF THE DAY

● AT RANCHO SANTA FE ●



● Do you thrill to a long hit ball or like to peel an eye for a putt to the cup? In either case, that's gold in these hyar hill for yuh.



● Rancho Santa Fe is home to those who find music in the creak of their favorite saddle and symphonies of rhythm in the lift of a spirited horse. Here are fine horses and grand places to ride them.



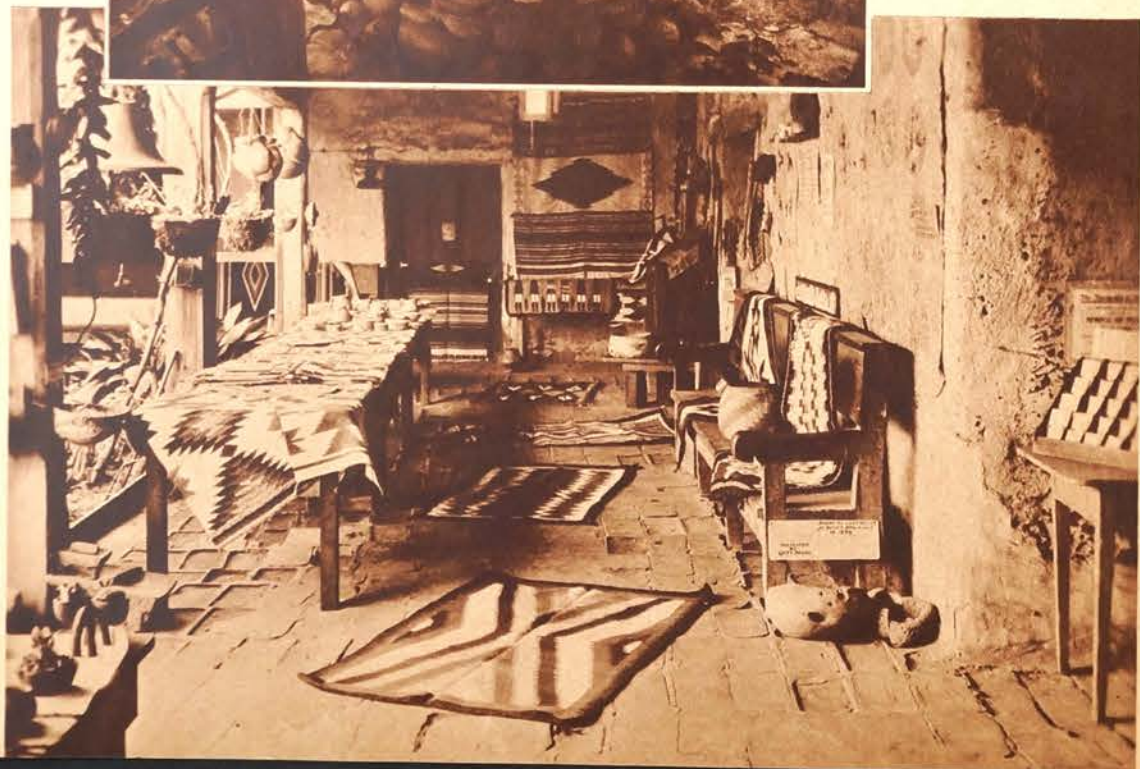
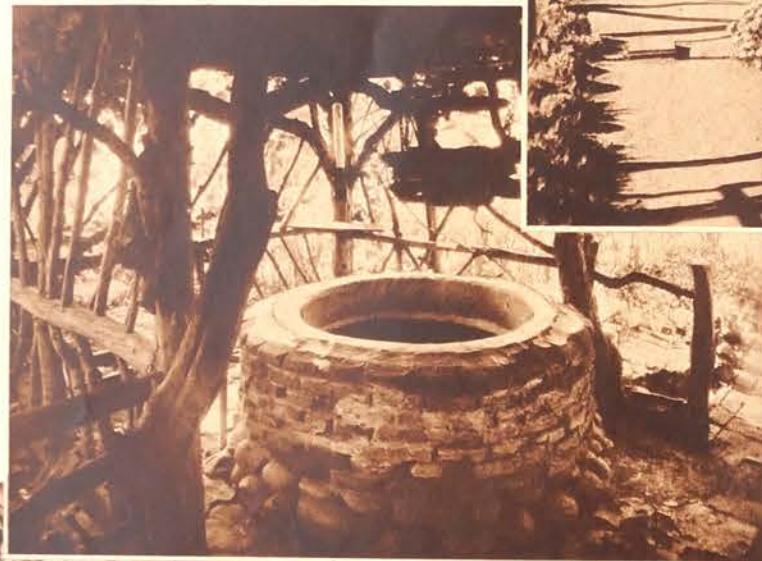
● Below: On tree studded hillsides are hidden many beautiful homes from which exudes a social life brimming with good cheer.



MARRIAGE PLACE

THE SPELL OF RAMONA'S

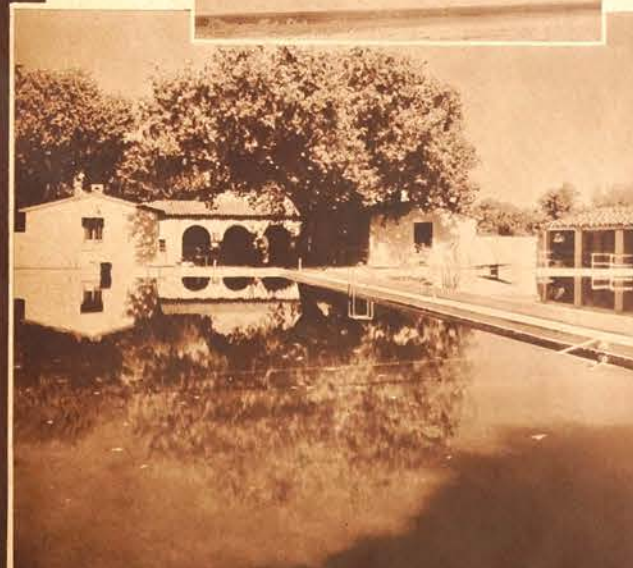
LONG, LONG AGO (long before you first made love) a gentle maiden loved life and love and lived to regret both. From this, Helen Hunt Jackson devised her famous novel "Ramona." Here, where Ramona's Marriage actually took place, is a national shrine for lovers old and young. Here, too, is beauty by the spade full—as these three pictures will attest, though they are inadequate to depict the charm or the many treasures to be found here. Whether you, dear reader, are young with an eagerness for life, or slowly crusting with a shell of cynicism, it will pay you to visit the Wishing Well in this garden of tender memories.



SOUTHERN CALIFORNIA
PICTORIAL LIFE • •

INTERESTING GLIMPSES OF WARNER

HOT SPRINGS



PRIMITIVE, unspoiled and altogether delightful, the 44,000 acre Warner Ranch is situated in northeastern San Diego County, reached from San Diego over an up to date, paved scenic highway in about one and a half hours.

The history of Warner Hot Springs presents a cross section of the history of Southern California. Here American trappers found a trail. Past Warner Hot Springs marched Kearney's army and the Mormon battalion in the American conquest.

Many Indian legends have been told of the inception of these springs which still boil up today as they did when the Spaniards first crossed the hills and found the Indian village at the oasis. Standing in quaint contrast to the modern accommodations are the old adobes of the Indians, many of them still standing intact after over a century of use. Indian Metate grinding stones and other Indian relics give evidence of an early community life. The Indians themselves are often seen.

Lake Henshaw, Hot Springs Mountain, Lost Valley, Borego, Desert Park, Palm Canyon, the rejuvenated Butterfield stage station at Vallecito, and Palomar Mountain, the site of the new 200" telescope, are some of the many points of interest which may be reached by horseback or auto from Warner Hot Springs.

CALIENTE GIFT SHOP

AGUA



FOR gifts unusual, and gifts from foreign lands, The Agua Caliente Gift Shop, in the Casino De Luxe at Agua Caliente, is well worth a visit.

Noteworthy is the display of Perfumes, Jewelry, Kimonos, and Novelties from the Far East, Europe, and from wherever things of matchless beauty are produced. Visitors returning from Mexico are permitted to take back into the United States, free of duty, \$100.00 worth of merchandise. Free zone prices, now in effect, permit prices unexpectedly low.



FARRELL PHOTOGRAPH

OUTSTANDING PERFUME VALUES

- GUERLAIN'S Vol de Nuit, Blue Hour, Sous le Vent; these three celebrated perfumes—here, \$9.00; U. S. price \$20.00.
- SHALIMAR—here, \$16.00; U. S. price \$32.00.
- CARON'S latest perfume—En Avion—here, \$16.00; U. S. price \$33.00.
- Other fine imported perfumes at Free Zone Prices.

SOUTHERN CALIFORNIA



Cucaracha



Jean Parker loves Mexican sun



Madelon, Floor Show



Henry L. Roosevelt's Caliente banquet



George Brent arrives

Bing on Mexican air



President Roosevelt's Expo. Emissary Hon. Wm. Phillips



Foreign as Formosa

SEE
AGUA
CALIENTE
IN OLD MEXICO
CARE FREE
DUTY FREE

Sec. Daniel C. Roper in Sal De Fiesta



Girl Jockeys at races



Entrada Agua Caliente

HOTEL DEL CORONADO



● Right: A glimpse of the new Reading Room of Hotel del Coronado with its picture window looking out on the Patio.

● Below: Archbishop John J. Mitty, of San Francisco, (right) chatting with Bishop John J. Cantwell of the diocese of Los Angeles and San Diego, in the colorful Patio of Hotel del Coronado, where they were visitors.



LATEST VIEW of Hotel del Coronado showing the front of the hostelry and a bit of its tropical setting.



● Max Miller, of "I Cover the Waterfront" fame, and Mrs. Miller, photographed in the style of 1888 at a recent costume ball at Hotel del Coronado.

● The flying sisters—Mrs. Jack Winnett and Mrs. Dana L. Fuller, after a flight from San Francisco to Coronado, are pictured walking around the pool before a swim.



P I C T O R I A L L I F E • S O U T H E R N C A L I F O R N I A

● Miss Margaret Cameron, prominent Junior League member, wears a bathing suit of yellow wool with button-on skirt and beach hat of green cellophane with matching green scarf.

● Below: Smart styles in bathing and beach attire at the Beach and Tennis Club of Hotel del Coronado. Miss Jane Henley (left) in Monk's beach robe, and Mrs. Richard Francis Whitehead, wife of Lieutenant Whitehead, U.S.N., in white Acele bathing suit.



● Sailing yachts of the "Rainbow Fleet" ready for the summer activity on Glorietta Bay.



● Miss Nancy Short, of San Francisco, testing the temperature of the water in the swimming pool at Hotel del Coronado before going in.



● Dorothy Poynton, champion high diver, giving an exhibition at the Beach and Tennis Club of Hotel del Coronado.

JULY 15 TO 21

THERE is no show like a horse show. This one, an outstanding early summer Pacific Coast event, has its eighth annual meeting July 15 to 21.

● Right: Mrs. T. M. Meanley riding her Expanza—a stately pair, these two, who should add much to the Show and to their own enviable prestige.

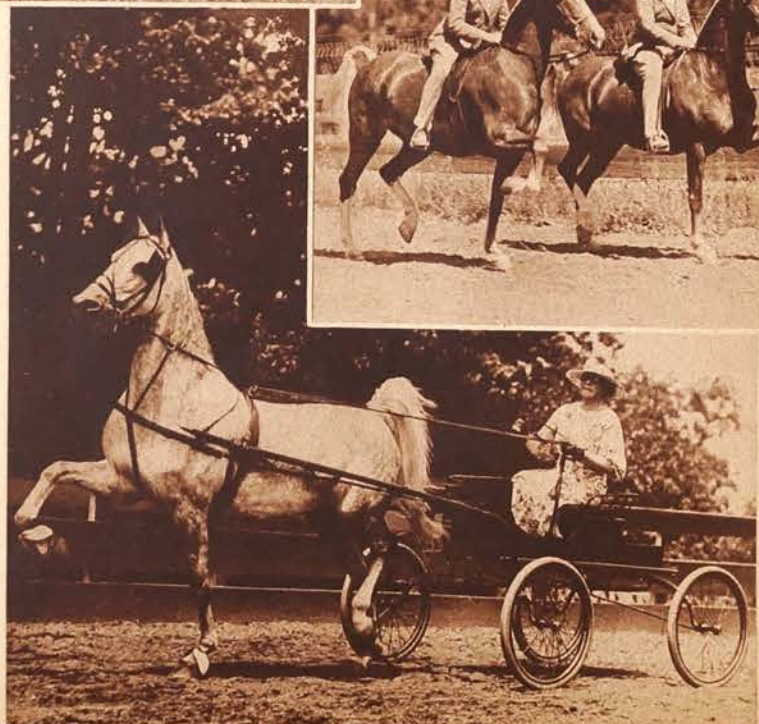


● Below: "Skylark" and "Meadowlark," owned and ridden by the Misses Lurline and Berenice Roth of San Francisco—two good reasons apiece for holding no fears for the future of fine horses and horsemanship.



● The keen hunter "Torridon," with Alex Sysin up, skims the hurdles for Dr. Garry Burke, owner. Alex Sysin, one of our best riders, brings out the fine crispness in this horse.

● Again "Sweetheart on Parade" is apt to prove a heartache for horses and drivers who will compete with this Champion Fine Harness Horse of the World...owned and driven by Mrs. W. P. Roth of San Francisco. The queenly gray mare, a champion to the tips of her alert ears, should once more delight her many admirers with a sterling ring performance.

BENBOUGH'S REFURNISH
HOTEL SAN DIEGO

THE decorative theme conceived and carried to completion by the H. L. Benbough Company Studios for the modernization of Hotel San Diego (a Spreckels Companies holding) has been acclaimed a real achievement by those familiar with the problems of refurnishing a 400 room hotel to create an inviting, cosmopolitan atmosphere.

7000 yards of Carpet, 6500 sq. feet of Linoleum and rubber Floor Tile, Draperies, Lamps and Furniture were supplied by the H. L. Benbough Company Ltd.



● Foyer connecting new Coffee Shop with Cocktail Bar and Lounge and Hotel San Diego Lobby. Floor covered with Armstrong's rubber Tile in Indian red and black blocked effect with matching color triple border.

● S. Karpen & Bros. Transitional chairs and seats, chromium cocktail tables and Du Pont fabricoid coral upholstered chromium chairs by Lloyd suggest hours of carefree enjoyment in Cocktail Bar and Lounge. Bigelow Sanford Lock-Weave carpet with special modernistic design cover Lounge floor.



● S. Karpen & Bros. Regency furniture, occasional chairs and stately high back chairs in tones to blend with bronze lamps, heavy gold damask draperies and Bigelow Sanford Commonwealth carpet in figured design, add charm and comfort to Hotel San Diego's enlarged lobby.

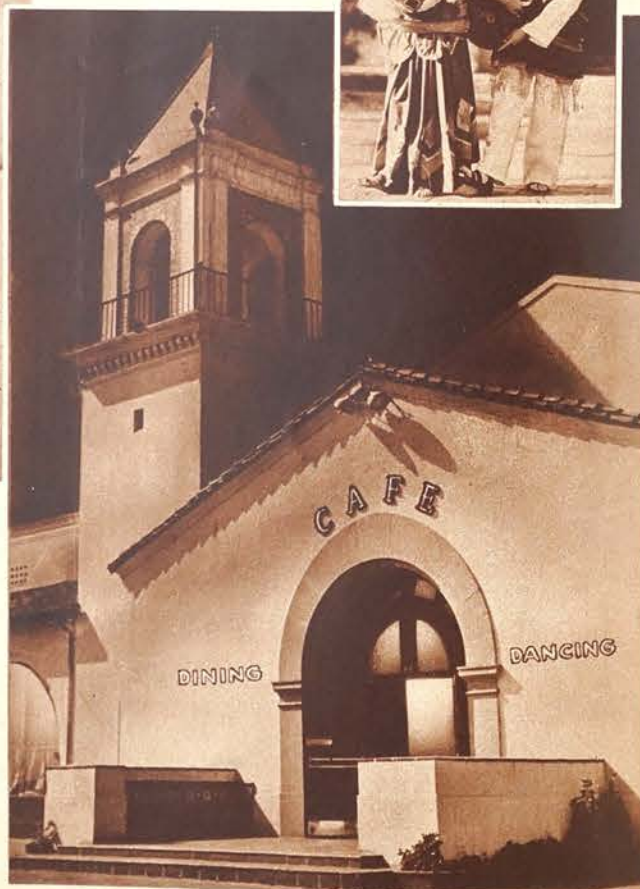


"B" Street at Fourth Ave.

LIKE a trip into the heart of romantic Old Mexico is a visit to the Foreign Club Cafe, where every day, every night is an adventure in happiness. Continental in its casino "diversions"... cosmopolitan in its appeals... incomparable in the excellence of its viands, its wines and liquors.



"WELCOME
P.A.C.A."

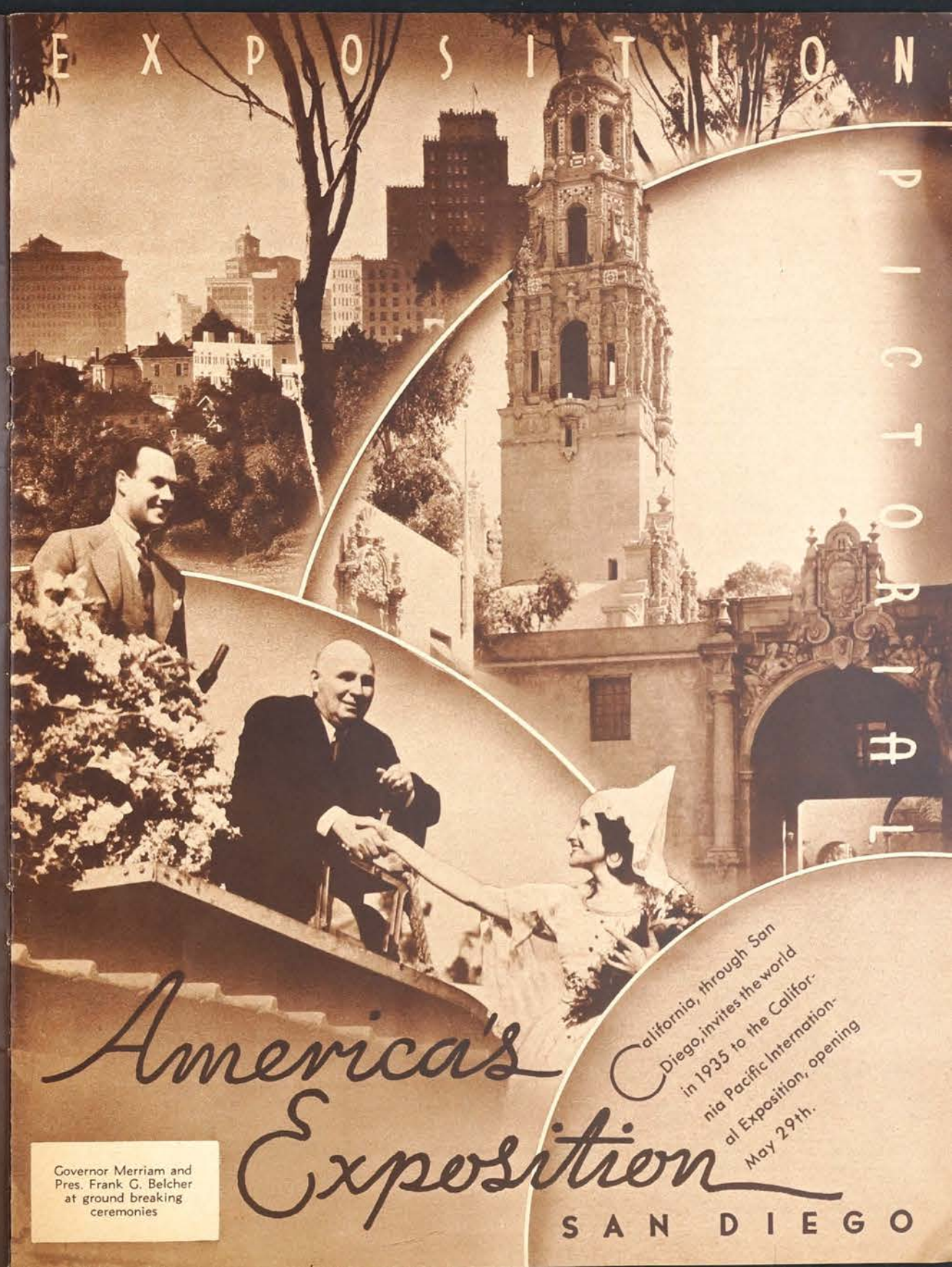


● Madrid, Spain... Mexico City, D.F.... Hollywood—international indeed are The Cansinos and the many other stage, "movie" and operatic celebrities who make entertainment history as members of the international revue of Tijuana's gay Foreign Club Cafe. Here a fiesta every day, every night.

● The quaint Old Mexico motif of America's Exposition in San Diego, finds its truest expression in picturesque Tijuana, 17 paved, scenic miles south of Balboa Park—"just across the international border." And the showplace of Tijuana is the gay Foreign Club Cafe with its dining, dancing and casino "diversions." Here, Luncheon with wine or beer, is but 75c... full-course, de luxe Dinner, \$1.25... and never a cover charge.

THE FOREIGN CLUB • TIJUANA B. C.

SOUTHERN CALIFORNIA



Governor Merriam and
Pres. Frank G. Belcher
at ground breaking
ceremonies

America's
Exposition
SAN DIEGO

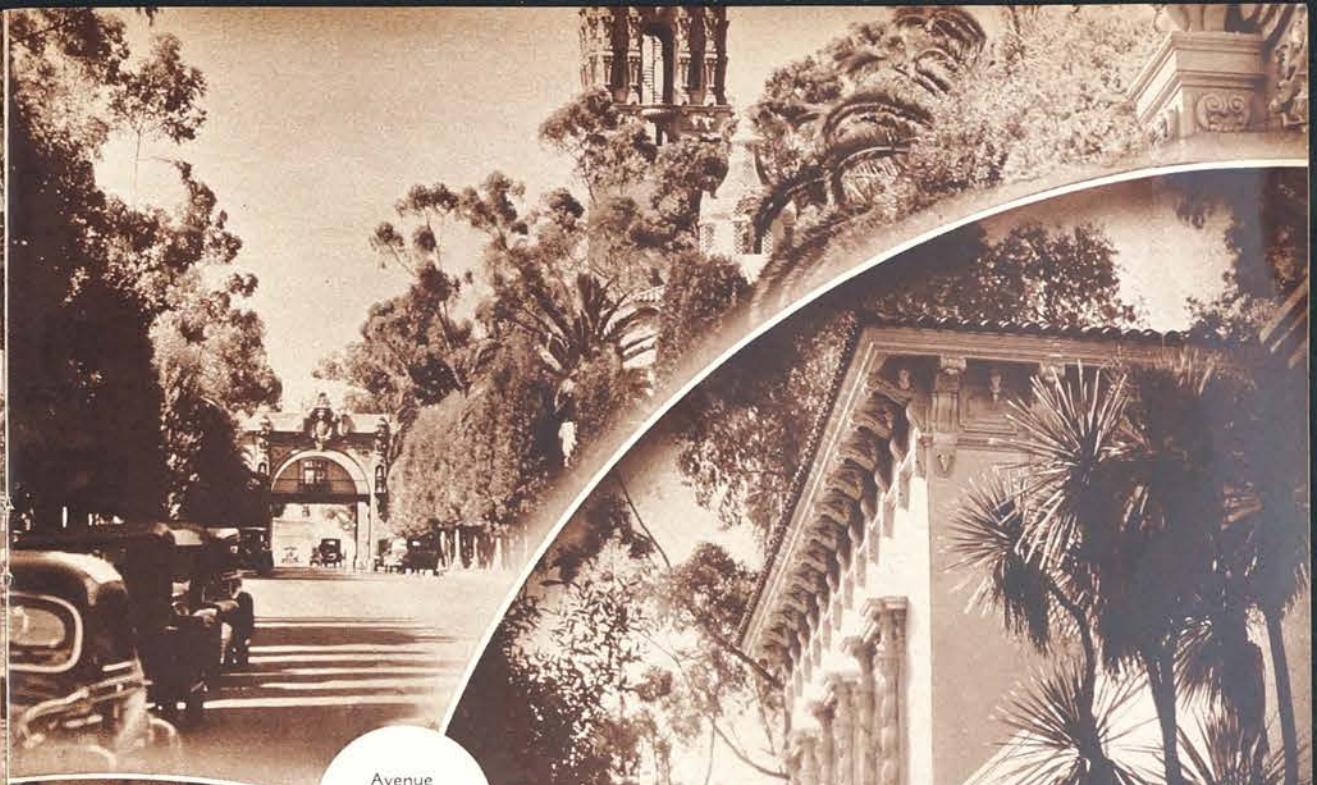
California, through San
Diego, invites the world
in 1935 to the Califor-
nia Pacific Internation-
al Exposition, opening
May 29th.



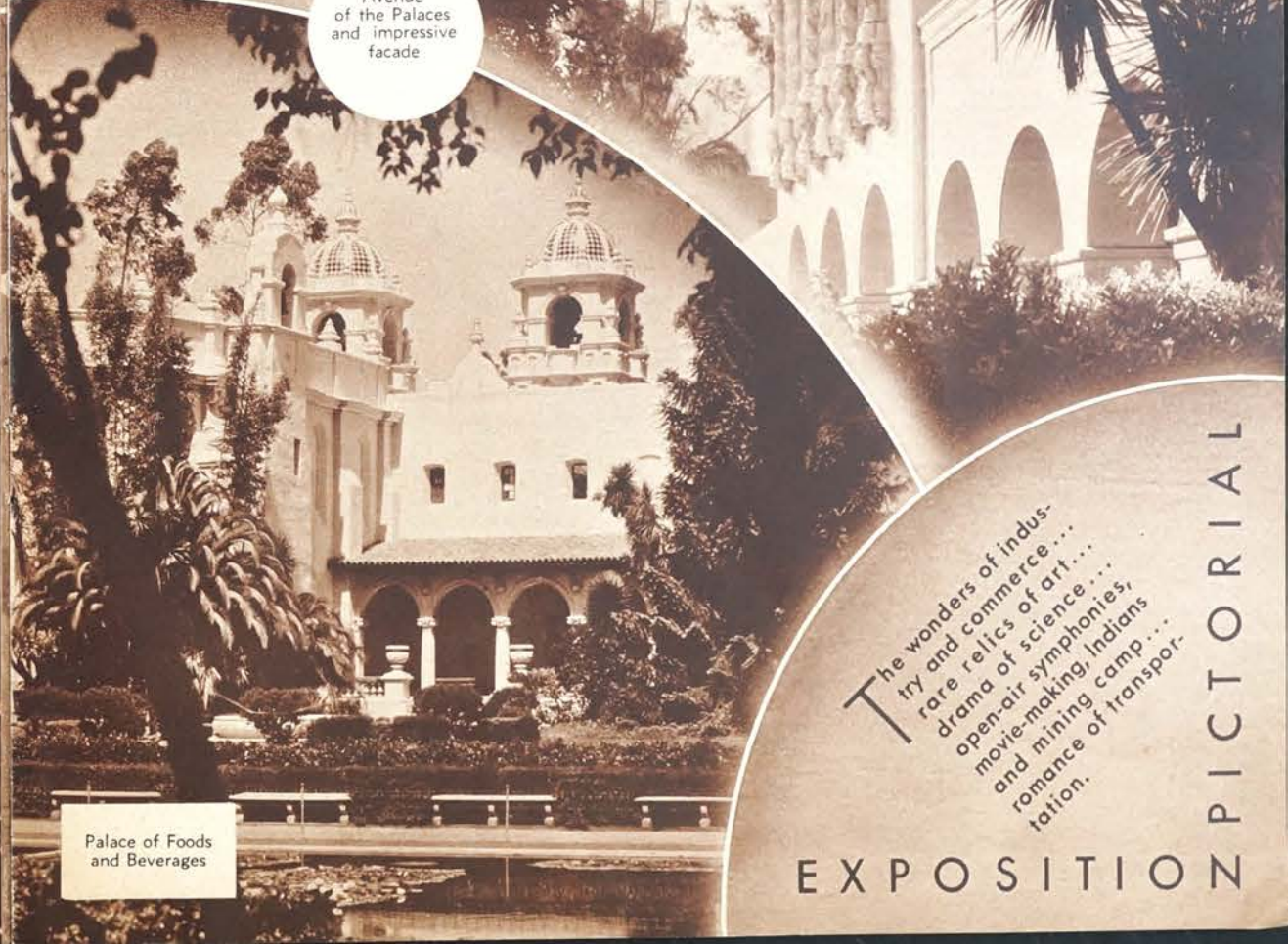
Plaza
del Pacifico
and cloistered
garden



Organ
Peristyle



Avenue
of the Palaces
and impressive
facade



Palace of Foods
and Beverages

The wonders of industry and commerce ...
rare relics of art ...
drama of science ...
open-air symphonies,
movie-making, Indians
and mining camp ...
romance of transportation.

EXPOSITION PICTORIAL

EXPOSITION

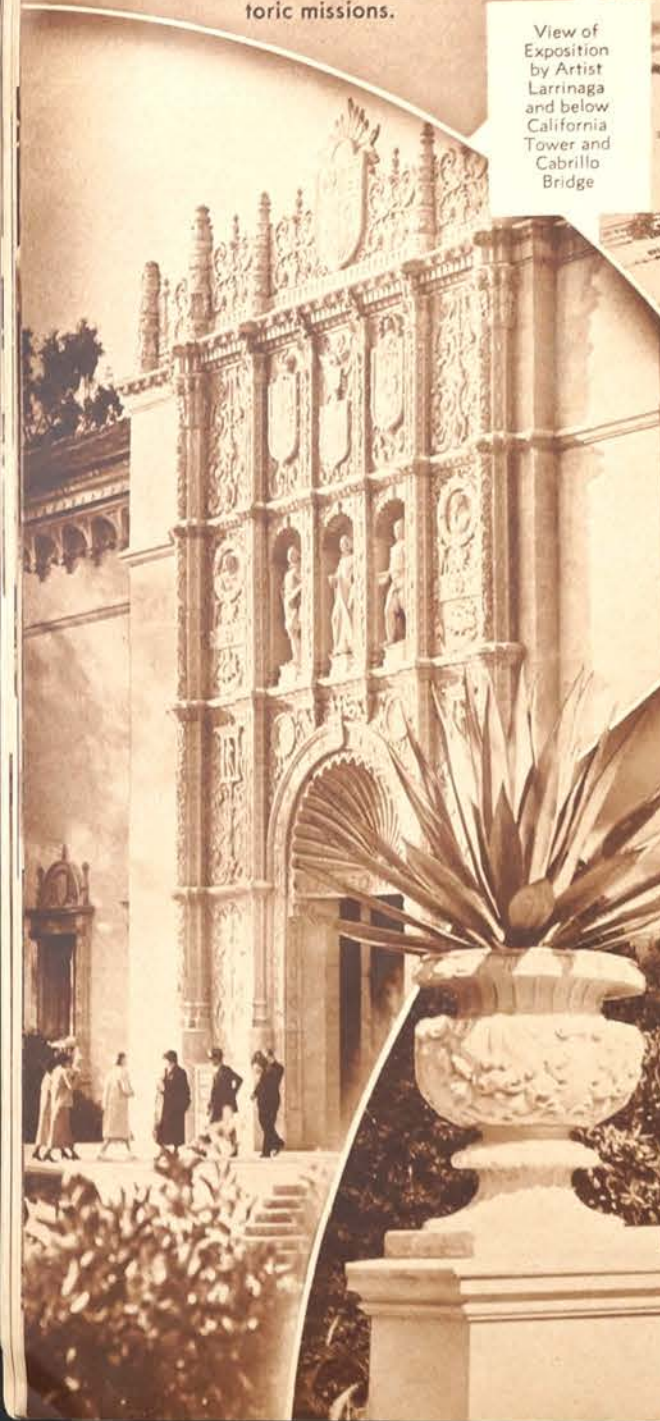
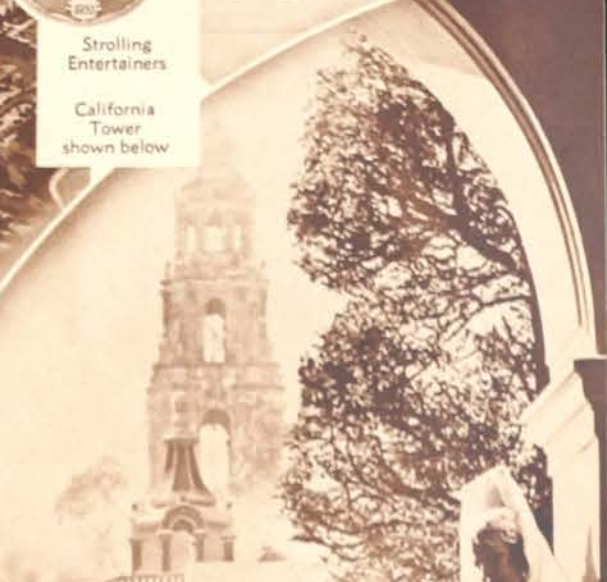
Miles of exhibits in a garden setting... magnificent scenery, romantic Mexico, Tijuana ... Agua Caliente, sunny Pacific Beaches, yachting and fishing ... historic missions.

View of Exposition by Artist Larrinaga and below California Tower and Cabrillo Bridge



Strolling Entertainers

California Tower shown below



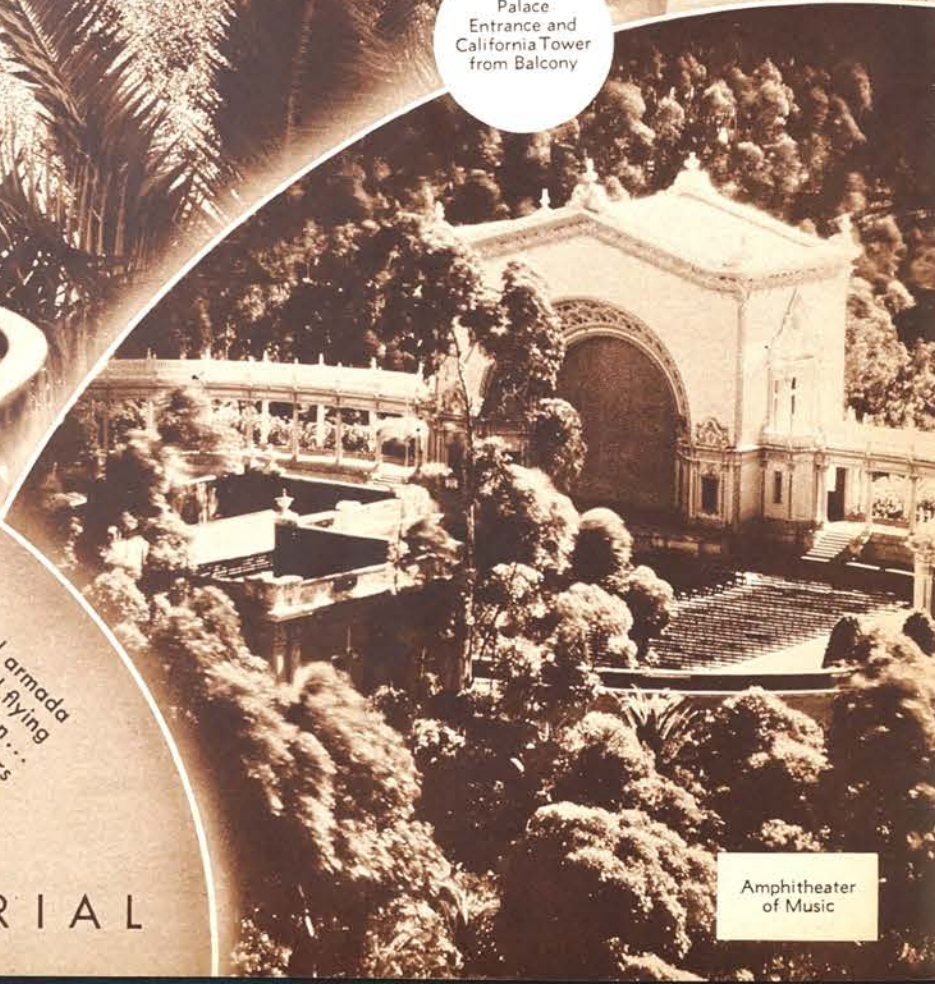
EXPOSITION

Greatest aerial armada
ever assembled flying
over the Exposition...
...Thrilling maneuvers...
...Foreign warships in
the harbor... U. S.
Fleet in magnificent
review... Army units
on parade.

EPICTORIAL



Palace
Entrance and
California Tower
from Balcony



Amphitheater
of Music



Botanical
Gardens and
Natural History
Palace



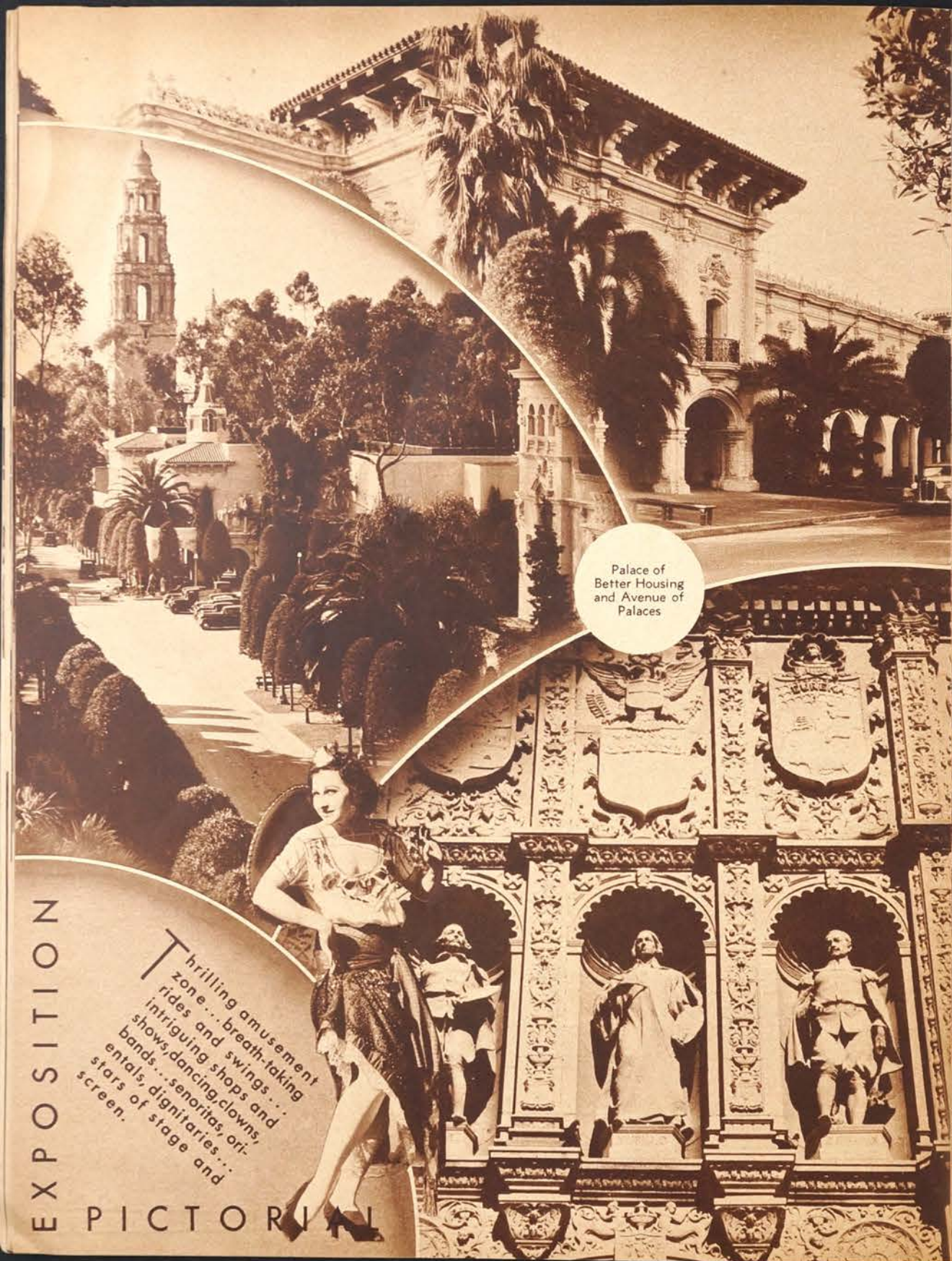
Madge Evans views
the Indian Village



EXPOSITION

Thrilling amusement zone... breath-taking rides and swings... intriguing shops... shows, dancing, clowns, bands... senioritas, orients, dignitaries... stars of stage and screen.

PICTORIAL



Palace of Better Housing and Avenue of Palaces

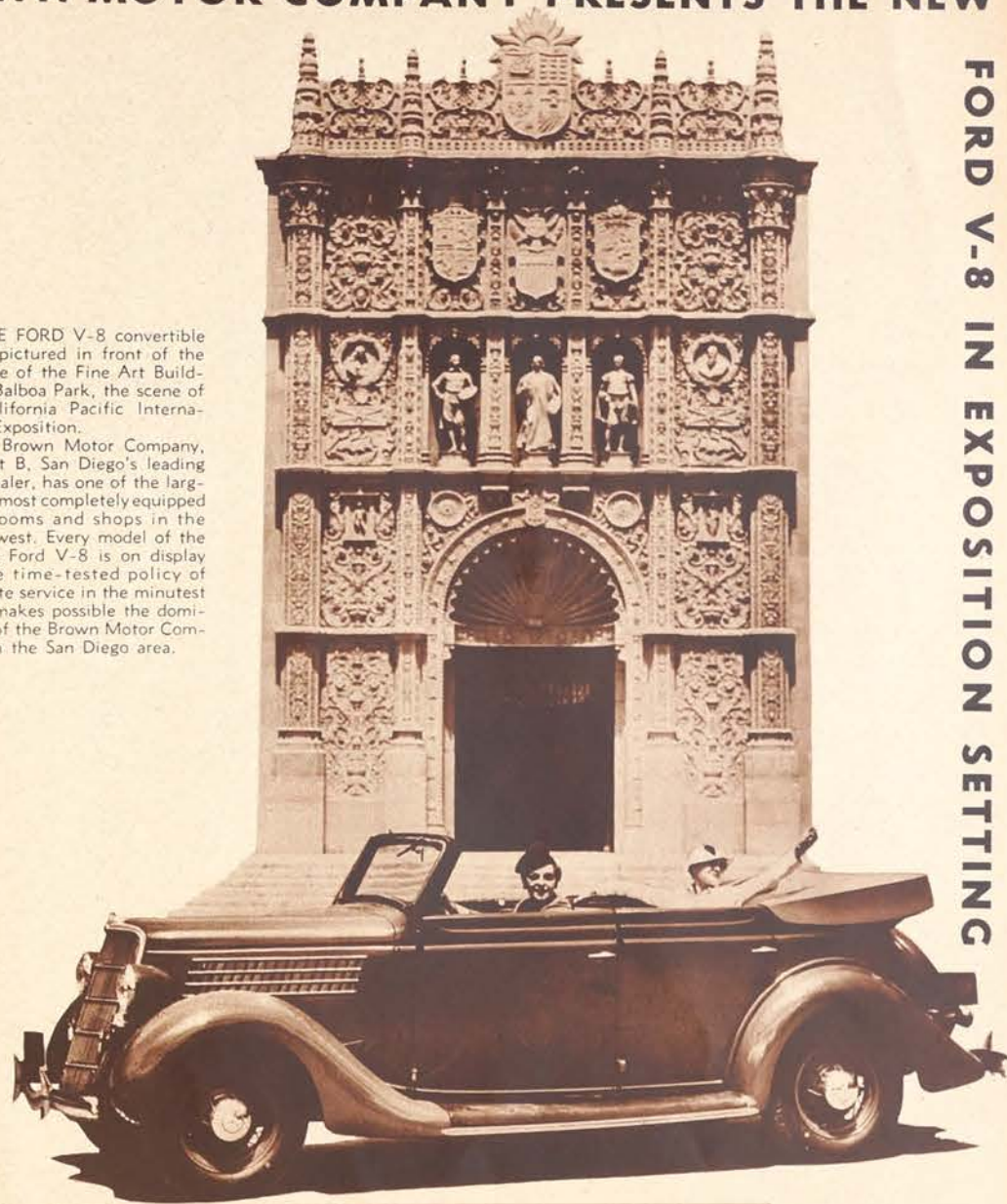
P I C T O R I A L L I F E • •

BROWN MOTOR COMPANY PRESENTS THE NEW

FORD V-8 IN EXPOSITION SETTING

THE FORD V-8 convertible sedan, pictured in front of the entrance of the Fine Art Building in Balboa Park, the scene of the California Pacific International Exposition.

The Brown Motor Company, India at B, San Diego's leading Ford dealer, has one of the largest and most completely equipped sales rooms and shops in the entire west. Every model of the famous Ford V-8 is on display and the time-tested policy of complete service in the minutest detail makes possible the dominance of the Brown Motor Company in the San Diego area.



● A portion of the Brown Motor Company building at India and B streets, showing two of the mammoth Ford sightseeing motor buses recently bought from the Brown Motor Company by the Exposition Transportation Company for Exposition sightseers.

ALSO SAN FRANCISCO AND KANSAS CITY

PICKWICK HOTELS WELCOME YOU TO SAN DIEGO



PICKWICK HOTEL, SAN DIEGO

SENSOR PHOTO

IN a location unsurpassed San Diego's new modern fireproof Pickwick Hotel is close to the heart of the city, yet restful and quiet. Two hundred and fifty outside rooms, all with bath; fireproof basement garage with elevators direct to room. Parks, theatres, shops, golf, railway station and busy water front all within a few minutes from the doorway. Complete tourist information bureau.



THE PICKWICK HOTEL
KANSAS CITY

THE PICKWICK HOTEL
SAN FRANCISCO

SOUTHERN CALIFORNIA

PICTORIAL LIFE • •

SAN DIEGO'S FAMOUS U. S. GRANT HOTEL

HEADQUARTERS FOR EXPOSITION VISITORS



FITCH PHOTO

ENTRANCE to the ground floor Grant Hotel garage in Grant Hotel building. E. S. Bernard, manager, proudly presents the new garage to a group of visiting hotel executives.

● Below: An inviting corner of the beautifully decorated coffee shop at the U. S. Grant Hotel.



"WELCOME P.A.C.A."

MOTT PHOTO



● A noon-day crowd in the Rendezvous at the U. S. Grant Hotel, a popular gathering place for representative San Diegans.





SENSOR PHOTO

● HONOLD'S WINDOWS, in lobby of Agua Caliente Spa present intriguing suggestions of hundreds of rare and attractive gifts from foreign countries which visitors may purchase at prices decidedly appealing.

● BELOW: The famous British Dunhill pipes and smokers' accessories are featured at Honold's at duty free prices, about one-half this merchandise commands in the United States



SENSOR PHOTO

● A FASCINATING GLIMPSE of a corner of Honold's Gift Shop at Agua Caliente Spa. Exquisite Mexican lace and drawn-work, Mexican glass and fine French perfumes are among the featured merchandise offered at surprisingly moderate prices.



SENSOR PHOTO

HONOLD'S GIFT SHOP

IN THE SPA AT CALIENTE

SOUTHERN CALIFORNIA

PICTORIAL LIFE • •



A KODAK ALBUM

OF THE "FAIR"



YOU now have a splendid opportunity to make a fascinating album of the "Fair"—the only way to a lasting record.

Eastman Kodak Stores will cooperate to the limit with advice for correct exposures, as well as giving you excellent photo finishing and seeing that your equipment and supplies are up to the minute.

The "Fair" also presents unrivaled opportunities for the movie-maker. Many enthusiasts are obtaining marvelous pictures with the new Eastman color film—Kodachrome—which is as easy to use as regular black and white film. The "Fair" is a riot of color.

Be candid with yourself and your camera. Before taking your pictures, drop into the Eastman Kodak Store for good advice. It is serving as a clearing-house for the experience of camera enthusiasts from all over the country.



419 Broadway, SAN DIEGO

EASTMAN KODAK STORES



FACING the tropic loveliness of Pershing Square, the Biltmore Hotel has a commanding location in the city's center. Room rates are sensible—\$3.50 single; \$5.00 double.



● THE RENDEZVOUS. A Night Club in the Afternoon. Also has two floor shows, and dancing from noon to six. Luncheon \$1. Cocktails 25c.

● BILTMORE BOWL. America's largest and finest Night Club. Seating arrangements for 2000. Unobstructed view from five terraces. Two complete floor shows. Jimmie Greer's famous orchestra. Continuous entertainment.



● Below: The impressive color guard of the San Diego Army & Navy Academy. This school has the coveted Class M rating of the war department.



● Major John H. Davis, vice-president and commandant of the San Diego Army & Navy Academy, whose kindly counsel and influence has endeared him to hundreds of students and graduates.



● Colonel Thomas A. Davis, president of the San Diego Army & Navy Academy, nationally known educator. The academy is located just outside of San Diego, at Pacific Beach, California.



● Battalion Dress Parade

THE SAN DIEGO ARMY & NAVY ACADEMY is one of America's noted schools for boys. Balanced mental and physical training, keen alertness and character building feature this school. Favored by Army and Navy officers, the S. D. A. & N. A. prepares for West Point, Annapolis and all universities. Separate school for younger boys. Junior College course. Be sure to visit this famous school or write for handsome illustrated rotogravure book and folder.



● Battalion of Cadets with new concrete and steel barracks in background.

● Below: Scene from "Dinky," filmed at the Academy. Jackie Cooper is made a sergeant.



WELCOME P.A.C.A. TO SAN DIEGO

THE SAN DIEGO ADVERTISING CLUB

REPRESENTING the Pacific Advertising Clubs Association and the Advertising Club of San Diego, we extend to all delegates and visitors the greetings of the 1935 Convention City, and a cordial invitation to enjoy the hospitality for which this City by the Harbor of the Sun is famed.

There is every promise that the 1935 round-up of the Pacific Coast advertising clans will go down in the records as the outstanding achievement of P. A. C. A. A noteworthy convention, plus the California Pacific International Exposition, offers an unsurpassed educational and cultural treat. We invite you!



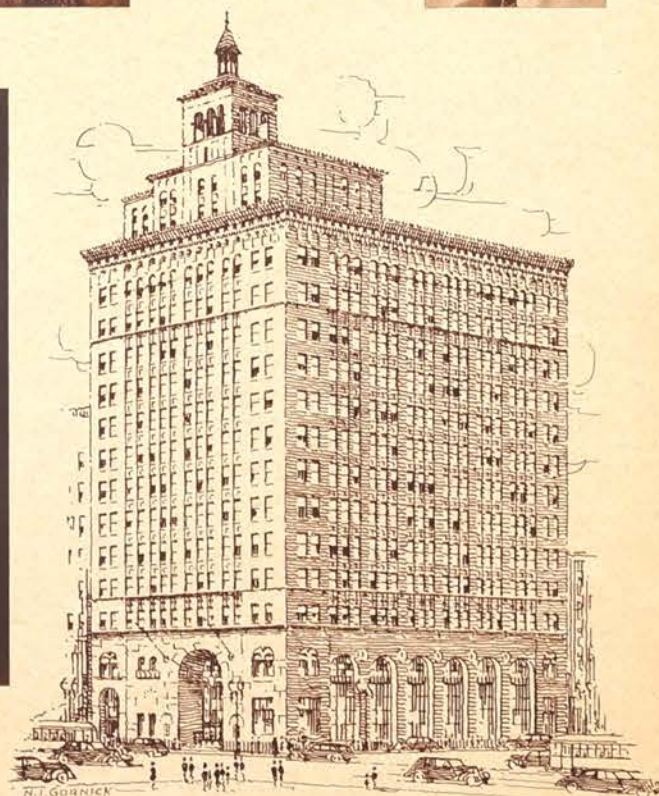
● Left: D. R. (Doc) MINSHALL, Pres., P. A. C. A.



● FORREST M. (Frosty) RAYMOND, Pres., Advertising Club of San Diego.

SAN DIEGO TRUST &

One of the most beautiful banking homes in California



SAVINGS BANK

SOUTHERN CALIFORNIA

PICTORIAL LIFE

SMART CALIFORNIANS

MEET AT THE CALIENTE SPA



Obviously...
TAILORED
At the Salon
of
STAN
NEWCOMB

Sixth Floor
Commonwealth Building
San Diego

CRAMER'S BAKERY



SENIOR PHOTO

● Butter-Cream Bread—famed as "The Freshest Thing in Town," always popular for sandwiches because of its fine texture and flavor—takes on added charm when in "party dress."

HOSTESSES who want to do the smart thing... and the unusual, are taking advantage of the Courtesy Sandwich Service at Cramer's Bakery, where dainty and unique sandwiches, such as those illustrated, are prepared for the actual cost of materials used.

LEWIS JEWELRY COMPANY



VIEW of a section of the new 1025 Fifth Avenue home of the Lewis Jewelry Co., which for ten successive years has maintained leadership in San Diego for quality and value-giving. Truly metropolitan in appointments, decorations and displays of nationally-advertised merchandise; blue white diamonds, silverware, watches, jewelry—everything on the easiest of terms... no interest... no carrying charge.

AMONG SAN DIEGO'S FINEST ●

PICTORIAL LIFE • SOUTHERN CALIFORNIA



● Air view of Hotel Coronado with San Diego in distance. In the foreground are the new swimming pool and tennis courts recently installed by Stephen W. Royce, manager, Hotel Coronado and Hotel Huntington.



GRAY LINE OPERATED BY TANNER MOTOR TOURS

SAN DIEGO—America's Exposition—special trips by sightseeing parlor cars and limousines to Coronado—Agua Caliente and Tijuana, Mexico. And so close at hand the many additional scenic centers of California—Los Angeles, Hollywood, Beverly Hills, Santa Monica, Pasadena, Santa Barbara, and numerous other far-famed communities.



San Diego Headquarters, U. S. Grant Hotel.
Telephone Main 3111

LOS ANGELES - HOLLYWOOD - PASADENA - BEVERLY HILLS - SANTA BARBARA - RIVERSIDE - SAN DIEGO
PALM SPRINGS - CORONADO - PHOENIX - TUCSON

TANNER MOTOR

SO MANY PLACES TO GO!

SAN DIEGO EXPOSITION
May 29—November 11



● One of the innovations of the San Diego Exposition is the "wonder tour" by The Gray Line guides, a personally conducted 2-hour guide and motor service at a cost of \$1.00.



● Regular tours daily from Los Angeles to San Diego and Agua Caliente and return. Leaving Ambassador, Biltmore and Rosslyn Hotels.

● Local tours from San Diego to Agua Caliente, Tijuana, returning by Coronado Island. Also to Point Loma, Old Town, Ramona's Marriage Place.

TOURS

SOUTHERN CALIFORNIA PICTORIAL LIFE

HARWOOD HOYT FAWCETT

Editor and Publisher

612 Spreckels Theatre Building
SAN DIEGO, CALIFORNIA
Telephone Franklin 4636

Issued quarterly. Single copies 25c

Yearly—four issues—50c

Special rates in quantities

Why not mail a copy of Pictorial Life to a friend? Just address, put three cent stamp over permit number and mail flat, unwrapped, no envelope necessary.

TO REMAIL PLACE THREE CENT STAMP HERE

NAME

STREET

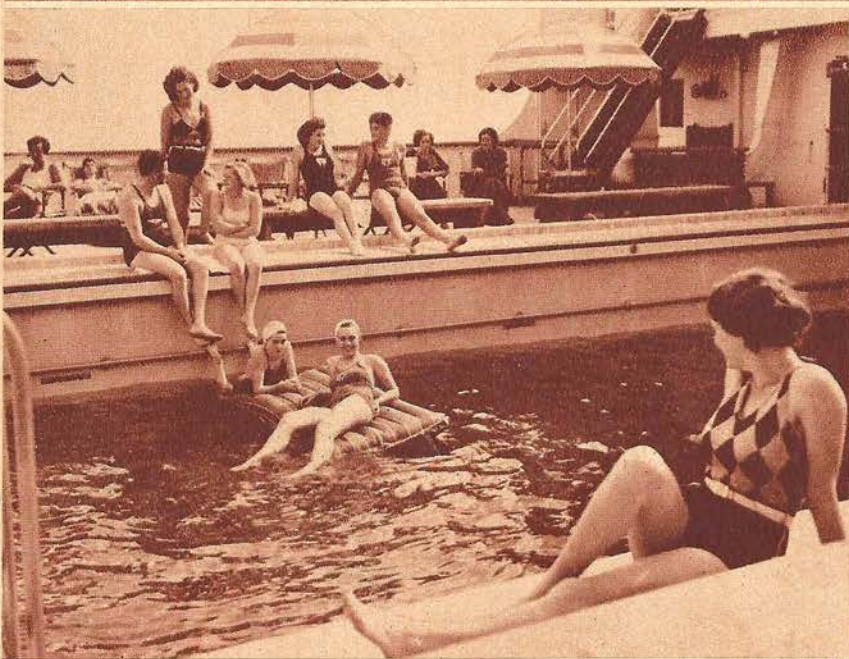
CITY

Paid permit below refers to publisher's original mailing only. To remail any copy of Pictorial Life place 3c stamp over permit number below, mark out original address if any, and address correctly in space shown below.

Sec. 435½ P. L. & R.
**U. S. POSTAGE
PAID**
SAN DIEGO, CALIF.
Permit No. 166

NOTICE TO POSTMASTER

If undeliverable, return postage guaranteed. If forwarded to a new address notify sender on form 3547 Postage for notice guaranteed.



● GRACE LINER SANTA ROSA cruising thru Gaillard Cut, Panama Canal. Every other Saturday one of the famous "Santa" ships leaves Los Angeles on the romance route to Havana and New York. Their tremendous speed permits them to visit Mexico, Guatemala, El Salvador, Panama, Colombia and Cuba, and still reach New York in seventeen days. Bookings may be made through any travel agent, or at Grace Line offices—located at 525 West Sixth Street, Los Angeles; 2 Pine Street, San Francisco.

● THE SWIMMING POOLS on the Grace liners are a source of great delight. The modern devices of famous beach resorts have been assembled for the pleasure of the passengers. These open air tiled pools are the largest on any American ship.

● NATIVE HUT in Champerico, Guatemala. A primitive seaport, bordered by tropical jungles. Guatemala is one of the six fascinating countries visited by the Grace "Santa" ships on their exclusive route of romance to Havana and New York.

