



Multitudes Assemble in Plaza del Pacifico



Aerial View of Exposition Palisades and City

## The Most Glamorous Spot on Earth

San Diego's world renowned Balboa Park, the 1,400-acre site of the Exposition, has been translated, as if by magic, into a scene of wondrous beauty . . . Entire floral parks have been planted anew . . . Pools and lagoons are bowls of iridescence . . . Waters cascade in veils of gold and silver from scores of fountains . . . Trees and shrubs have been wrought into patterns of enchanting beauty.

Mobile lighting, the latest in incandescent adornment, rolls over palaces and grounds in waves of auroral splendor . . . Giant beams of light shoot to the startled skies . . . Thousands of mechanical "fireflies" sparkle in dazzling festoons from buildings and trees . . . All in all the beholder is stirred with the sensation of gazing on a strange, new world.

As the Exposition is an immense symphony of light and color so is it a symphony of sound . . . From the world's largest outdoor organ swell Olympian melodies . . . From the Ford Music Bowl emanates the masterful music of great orchestras . . . Noted vocal artists, famous bands and choruses, foreign groups make the Exposition an international concourse of musical festivity.

The spirit of the Fair springs from four golden centuries of California history. Glorious episodes of the Spanish conquest, the heroism of the pioneer padres, Indian sagas, "gold rush" days,

## SAN DIEGO » the Ideal Vacation City

Acclaimed the ideal vacation city by the millions of Exposition visitors who have enjoyed her manifold charms, San Diego intends to excel herself as a world hostess in 1936.

A perfect climate the city has always. Winter is an almost endless succession of warm, sunny days and invigorating breezes. Summer matches her sister season with every climatic delight. And each has its own blessing in floral loveliness.

Universally regarded as the world's most perfect setting for an Exposition, San Diego offers every advantage of a modern metropolis in an environment of superb natural beauty, a city where ocean, mountains and desert meet.

Westward rolls the blue Pacific. Southward tower the Mexican mountains. Eastward are the snow-capped Cuyamacas, beyond which stretches the desert. And in the immediate vicinity of San Diego are more than 500 points of historic and sightseeing interest.

The city offers a wealth of entertainment: swimming, fishing, boating, golf, tennis, polo; in fact about every known means of recreation.

Nearby are famed Coronado, beautiful La Jolla, with the colorful Mexican resorts of Agua Caliente and Tijuana just over the border less than 20 miles away. A visit to the Exposition should also include a tour of Los Angeles, Hollywood, and other great Pacific coast cities.

CALIFORNIA  
PACIFIC INTERNATIONAL  
EXPOSITION

# San Diego 1936



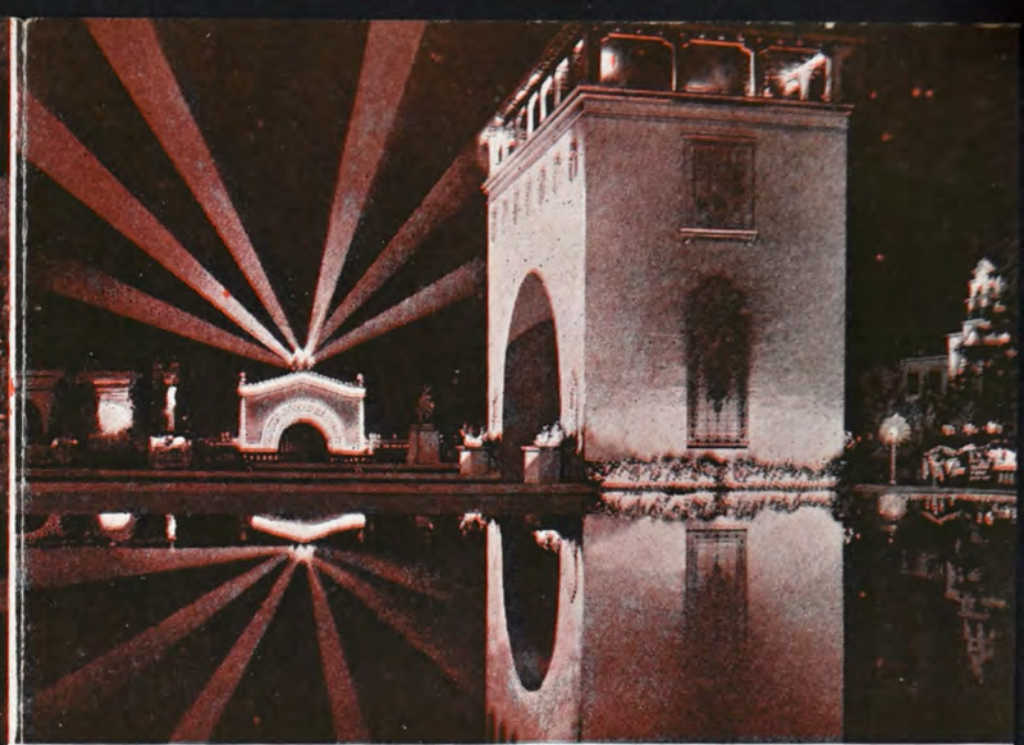
February 12 - - September 9



California Tower Crowns Avenue of Palaces



Free Musical Concerts Delight Thousands



Incandescent Wizardry Creates Strange New World



Luxuriant Foliage

# CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION

## The World's Playground for 1936

Rising in sheer beauty and grandeur is the new California Pacific International Exposition for 1936 . . . a revolutionary Exposition, if you please . . . One as new as tomorrow, full of new surprises, new thrills, new ideas, new names, new faces.

Scores of buildings have been completely changed. In their places have sprung up structures of daring design. Classic aspects of world-famed palaces and halls have been accentuated. Whole areas have undergone miraculous transformation, beautified beyond recognition!

And casting their sublime radiance over all are the brilliant blue skies and golden sun of Southern California.

Basically, the new fair holds to the theme of the Exposition that attracted millions last year . . . Four centuries of Western progress . . . in science, industry, commerce, agriculture, art and education, with emphasis on the amazing developments in the last decade . . . Developments that place the West in the forefront of world progress.

Revolutionary advancements in every phase of human endeavor are being incorporated with the swiftness of modern creativeness. Vast exhibit halls display the latest products of world manufacturers. Automobiles, airplanes, railway equipment, in reality the record of man's conquest of space have been written in hundreds of moving and whirring displays.

In such buildings as the Palaces of Science, Fine Arts, Better Housing, Natural History, the California and Federal Buildings, the curtain of time has been removed, disclosing not only the graphic annals of man's past accomplishments in science, art and government, but penetrating the future with astounding revelations.

Other great Exposition centers enlarged and improved are the Palace of Foods and Beverages, world-famous San Diego Zoo, the House of Pacific Relations, and the Fun Zone, the latter with its Enchanted Land, is a kaleidoscopic miracle of beauty, with thrilling amusements for young and all . . . gathered from all parts of the globe to create an Aladdin city.

California's cornucopia of vast natural wealth has been poured out in hundreds of oil, mining, agriculture, fishing and industrial exhibits; while the Federal government includes a more elaborate exhibition of the myriad activities of its branches.

The United States land, water and air forces are seen in thrilling battle maneuvers in which the most modern machines of warfare are shown in tactical action.

Hundreds of civic, religious, fraternal and veterans groups will enjoy "special events" that will bring thousands together for entertainment and study. The Exposition is the liveliest, most fascinating place in America.



Placid Lagoons

A visit to the Exposition should include a tour of the West . . . And a tour of the West should include the Exposition.

211 DAYS OF GLORIOUS FESTIVITY

Round - trip railroad fares to San Diego from all parts of the country are the lowest in history.