

SOUTHERN
CALIFORNIA

PICTORIAL

CAFE OF THE WORLD

at San Diego's Exposition,
where lights, laughter and
diverting entertainment
invite the discriminating
to dine and dance amid
unforgettable beauty.

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CAFE OF THE WORLD
ENTRANCE

VOL. 5
NO. 1

HARWOOD
WERT
FARWELL

•
Editor and
Publisher

25¢

GREETING
the Blue Pacific on
three sides, the
rocky coves and
sandy beaches im-
mediately below the
Casa de Manana
welcomes these
charming Le Jolla
debutantes to a
stroll along the sea
shore.

• After a swim,
picturesque rocky
reefs lure you to
rest and relaxation.

• AT

• Edsel Ford, wife and
children, for several weeks
guests of the Casa de Ma-
nana, enjoyed a real Cali-
fornia vacation and were
frequent Exposition visitors.
Mr. Edsel Ford, left, ac-
companied by Mr. Frank G.
Belcher, President of the
California Pacific Interna-
tional Exposition.

LA JOLLA

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

A RECENT CRUISE
around the grounds of the
California Pacific Interna-
tional Exposition by a Pack-
ard One-Twenty convertible
escape from the shadows
of L. E. Donnelly, Inc., San
Diego Packard distributor,
Kearney Boulevard and Ash
Street, yielded these inter-
esting views—unique blend-
ings of the modern and the
historic, of the twenties
age and the picturesque.

At the right we find four
little maids of Old Japan
adorning the 1925 Packard



THE OTHER MAJORITY



• The Packard One-Twenty, inside,
gives the Gold Gulch—and makes im-
mediate friends with a pair of well-
dressed boys, principals of the cast
of "The Desert".

• How Good Queen Bee (the origi-
nal) would have loved this luxury!
Here the Globe Theater's Queen
Elizabeth is being escorted from the
Packard One-Twenty by a gallant
escort.



PACKARD 120

AT THE EXPOSITION



SAHUARO

By Foster Jewell. San Diego artist. Gallery II. Paintings and sculpture by artists of San Diego. Palace of Fine Arts.

SILVER TORSO

(Metal Sculpture) By Alexander Archipenko. Los Angeles sculptor. In Gallery II. Southwest Oil Paintings and Sculpture. Palace of Fine Arts.



THE DANCER

Carved wood bas relief, by Jacques Schrier, of San Francisco. Gallery VIII, California Decorative Arts. Palace of Fine Arts.

"SEALS"

Lithograph, by Hannette Stone. In permanent collection, Fine Arts Gallery of San Diego. (Purchased in 1928, by University Women's Club of San Diego, and presented to the Gallery.) Gallery V, Southwest Graphic Arts. Palace of Fine Arts.

A GROUP OF

PAINTINGS NOW ON EXHIBITION

SOUTHERN CALIFORNIA
PICTORIAL LIFE..



CLOSE COLORS

By Luigi Lottini. Lent to Mrs. Henry A. Swarth. Pasadena. Gallery IX. Contemporary Oil Paintings and Sculpture. Palace of Fine Arts.

THE HOLY FAMILY

By Peter Paul Rubens. Flemish. 1577-1640. Gift to Fine Arts Gallery of San Diego, by Mr. and Mrs. H. W. Timken. Canton Ohio. Collection, Lord Carrington, London, England. Gallery VIII, Old Masters - Gallery Collection and Loans. Palace of Fine Arts.



THE MYSTIC MARRIAGE OF ST. CATHERINE

By The Master of Frankfurt (Flemish) working 1490-1520. Gift of Mrs. Core Timken Buratt, New York. Collection; M. Emilio Perez, Amsterdam. Gallery. The triptych was formerly an altarpiece in the Church of Coelles, Puenca, Spain. Gallery VIII, Old Masters - Gallery Collection and Loans. Palace of Fine Arts.

PORTRAIT OF ANNIE HADEN

Oil painting by J. A. McNeill Whistler, 1834-1903. Lent by Mr. Willette J. Hely, Los Angeles. Gallery IX, Contemporary Oil Paintings and Sculpture. Gallery Collection and Loans. Palace of Fine Arts.

THE SILENT POOL

By Gustave Courbet, 1819-1877. Formerly in Miss Mary Forbes' Collection and long exhibited in the National Gallery of Scotland, Edinburgh. Gift of Mr. and Mrs. Appleton S. Bridges. Gallery VIII, Old Masters - Gallery Collection and Loans. Palace of Fine Arts.



FINE ARTS GALLERY • BALBOA PARK

SAN DIEGO



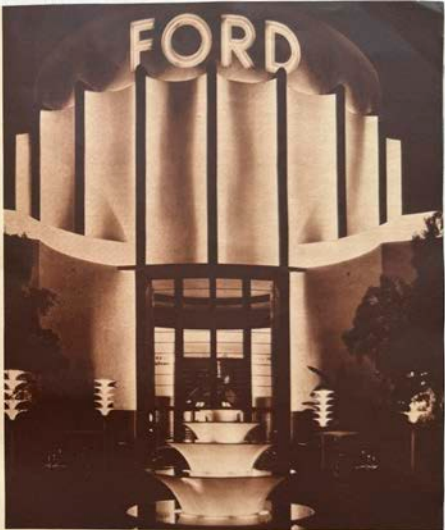
JAY ESLEY
ORCHESTRA



COLORFUL
FLOOR SHOW

INTERESTING PEOPLE In the realm of sport, business, celebrity, and prominent Southland visitors; stars of film, stage and screen gather at Howard's to dine, to dance and to enjoy a carefree hour in a beautiful background. Appealing to those of all ages, a deluxe dinner of fifty cents. A deluxe dinner of passing goodness from a dollar, have regularly stocked. Entertaining new talent and clothing. Howard's The Plaza and Third Avenue.

INTERESTING PEOPLE from the realm of sport, business, society: prominent Southland victors; stars of radio, stage and screen gather at Howard's to dine, to dance and to enjoy carefree hours in a brilliant background. Appealing luncheon from fifty cents. A deluxe dinner of surpassing goodness from a dollar. Two have equally stocked. Entertainment ever smart andathing. Howard's, at The Plaza and Third Avenue.

KIRBY AND
DE CAGEMATT
HOWARDP I C T O R I A L
L I F E • •

IN APPRECIATION TO MR. HENRY FORD, MR. EDSSEL FORD AND THE FORD MOTOR COMPANY

in providing the Ford Building and Exhibits, as well as The Ford Bowl and Symphony Concerts for the California Pacific International Exposition, San Diego, California, May 29th to November 11th, 1935.

BROWN MOTOR COMPANY • AUTHORIZED FORD DEALER • INDIA AT 8

CARDIFF BY THE SEA

GEORGE BEECH'S



The dining room

HOUSE

• In the spacious and flower-filled dining room, Mr. and Mrs. George Beech serve Steak, Lobster, Chicken and Fish dinners. Scores of photographs of noted people adorn the walls. Mr. and Mrs. Beech at the table and their attractive granddaughter, Miss Elva Semelentsky, is proud to take the order of Roy Welton, beloved coach.



BY THE "SIDE OF THE ROAD"



• An intimate portrait of Mr. and Mrs. George Beech in their flower-filled garden. Here are grown many rare fruits and flowers, and above all, roses, whose beauty and perfection of bloom have won countless prizes in many exhibitions.



GEORGE BEECH'S
House By The Side Of The Road
at Cardiff-by-the-Sea
Established 1913 and world
famed. On the Los Angeles-
San Diego Highway.

SOUTHERN CALIFORNIA
PICTORIAL LIFE



CALIFORNIA

CARLSBAD HOTEL AND

• Beautiful California Carlsbad Hotel and Mineral Springs are 90 miles south of Los Angeles on the main coast highway. One hundred rooms, all with bath. A most delightful place to spend a day or week. Many visit the entire summer to enjoy the sweetest climate of this modern watering place, comparable in every way to the famous spas of Europe.

• Below: This massive and beautiful spreading eucalyptus tree in the park is a very rare species. The only other one like it is in the Philippines Islands. The view of the blue Pacific from this charming patio is a never-forgotten sight.



The lobby



Lobby



THE famous California Carlsbad mineral water is quarried and bottled in the Directory of American Mineral Waters. This water is served in the dining room and guest rooms and is "guaranteed" identical in analysis with the famous waters of Carlsbad, Bohemian Springs, where thousands go every year for the wonderful curative elements of the waters. A completely mineral bath and massage department is operated by competent operators for both men and women.



• The spacious and finely-appointed dining room is internationally known for its delicious foods.

MINERAL SPRINGS

WHAT EVERY HOSTESS



A CORNER of the U. S. Grant Importation Company. Choice is easy here, from a stock the largest and finest in San Diego. A convenient telephone and delivery service finds great favor with women who appreciate the tribute "Everything was so nice" when they entertain.



How good they look! These tempting hors d'oeuvres prepared each day by the U. S. Grant chef for the cocktail hour attract many fair visitors.



And men as well appreciate the club-like welcome of the U. S. Grant cocktail room. The service is smart, swift and deft.

SHOULD KNOW

• The U. S. Grant Hotel at San Diego is favored by women travelers. Three automobile entrances besides its own ground floor garage in the hotel building, offer quick, quiet convenience to the women who motor.



ABOUT THE U.S. GRANT HOTEL

PICTORIAL LIFE • SOUTHERN CALIFORNIA

LASTING GIFTS OF JEWELRY



© 1934, JESSOP

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Below: Lili Damita and Emil Flöten, well-known stars of the screen, ready for a match on the championship courts of Hotel del Coronado, where they were vacationing.



A gala day at the swimming pool of the Beach and Tennis Club, with a swimming race just about to begin.

Left: Group of northern societies on the sands at the Beach and Tennis Club of Hotel del Coronado, where all were vacationing with members of their families. Left to right, Clarence E. Munn, Miss Barbara Ellis, Adam Munn and Miss Marion Brooks, all of San Francisco.

Below: Mrs. John Garbair Tennent, wife of Lieutenant Tennent, and Mrs. N. Munier Dial, wife of Lieutenant Dial, sunbathing at the Beach and Tennis Club of Hotel del Coronado, where the popular young couples are making their home while the fleet is in port.

Left: Scene during the recent Pacific Coast Southern California Yachting Regatta, showing five boats getting ready for a race in the Coronado Roads, with Hotel del Coronado in the background.



Left: Miss Sinclair Cannon, daughter of Rear Admiral and Mrs. Sinclair Cannon, another popular navy belle, is watching a swimming match from her comfortable wicker chair beside the turquoise pool.

Below: The Fleet returns to southern waters and some of its most beautiful daughters are making their home at Hotel del Coronado. Miss Helmer Loring, daughter of Admiral and Mrs. Harris Loring, is pictured at the Beach and Tennis Club, watching a tennis match. The Loring's always make their home at the resort when in the Southland.



Left: Richard Arlen, cinema star, sailing in one of the small yachts of the "Rainbow Fleet" of Hotel del Coronado during a visit at the resort on board his yacht "Jolynia B." with Mrs. Arlen (Jolynia B. Arlen) and their small son, Richard B. Arlen.

REAR ADMIRAL SINCLAIR

HOTEL DEL CORONADO

CORONADO BEACH, CALIFORNIA

BETTER SIGHT

BETTER LIGHT

CONSIDER the priceless value of good eye-sight and good lighting. Eye strain, headache, illness and even permanent injury to your eyes may result from insufficient light.

At your request, our lighting engineer with his Light Meter will make a complete survey of your lights and suggest to you without cost correct lighting equipment for office, work and play; for the children with their lessons, the housewife with her daily tasks, the family reading table and living room, and for every part of the home. Above all, see that your home has correct and adequate lighting.

Your dealer will have many attractive styles of lamps, both floor and table models, that have passed all of the rigid tests and requirements to meet the specifications furnished by the Illuminating Engineering Society. See that the lamps you buy carry this I.E.S. tag of approval.



THE ILLUMINATING SOCIETY

S. D. CONS. GAS & ELECTRIC COMPANY



SOUTHERN CALIFORNIA
PICTORIAL LIFE • •

INTERESTING GLIMPSES OF WARNER

HOT SPRINGS



+



P RIMITIVE, 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. Fast 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 conquered the hills and found the Indian village at the oasis. Standing in quaint contrast to the modern accommodations are the old abodes of the Indians, many of them still standing intact after over a century of use. Indian Mesate grinding stones and other Indian relics give evidence of an early community life. The Indians themselves are often seen.

Lake Hemshaw, Hot Springs Mountain, Lost Valley, Borrego Desert Park, Palm Canyon, the rejuvenated Butterfield stage station at Valerito, 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.

MIGUEL
GONZALEZ

BIG CURIO STORE TIJUANA MEXICO



● Beautiful sales room of the Big Curio Store, suggesting an idea of the size, beauty and variety of articles from the four corners of the world displayed in this most interesting place. Mexican shawls, feather work, silver figurines, turtle shell goods, opals, pearls, lacquer, dolls and scores of beautiful and useful articles of every description.



Photo by William H. H. H. H.

ENTRANCE doorway, famous clock and portion of building of the Big Curio Store at Second and Main Sts., generally conceded to be the finest store building in Baja California.



● Fine Mexican needlework, including shawls, handkerchiefs, collars, scarves, table runners, tea sets, and below, leather goods of wide variety, both Mexican and European.

● A portion of handsome display cases at the Big Curio Store, showing blown glass, Mexican jewelry, fine perfumes and many distinctive Mexican and European novelties and curios.

PICTORIAL SOUTHERN CALIFORNIA



Photo by William H. H. H. H.

● The colorful patio is particularly popular for luncheon and dinner parties. French and Italian cuisine, a spirited dance orchestra and delightful entertainment are featured.



● Cesar Cardini in person extends a smiling welcome to Tijuana's largest and most beautiful cafe.

● Alex Cardini, for many years popular and prominent Tijuana restaurant man, has joined his brother Cesar Cardini in the operation of Original Caesar and Alex Place in Tijuana.



● Right: The famous bar at Original Caesar and Alex Place. Here you may be served or may purchase the finest of liquors imported direct by Caesar and Alex at attractively low Free Zone prices.



ORIGINAL CAESAR AND ALEX PLACE



ORIGINAL Caesar and Alex Hotel and Cafe at Tijuana. This modern, fireproof hotel and cafe features a floor show, dancing and entertainment every evening, with round-up luncheons in the beautiful patio. Hotel rates per day \$2.00 to \$4.00.

TIJUANA, OLD MEXICO



LARGEST hotel in the west. Features single rooms at \$3.50; doubles at \$5.00. Biltmore Bowl, the joy spot of the Coast, with two floor shows nightly; a nationally known orchestra, and the most sensible prices. Biltmore Lounge, a modern refreshment room where low rates rule. The new Rendezvous, with afternoon dancing and matinee entertainment. Five restaurants, all priced right. The Biltmore is high-class, but not high-hat.

BILTMORE HOTEL • LOS ANGELES

SOUTHERN CALIFORNIA
PICTORIAL LIFE •

AN UNDEFERRED DIVIDEND

IN GOOD APPEARANCE



STAN NEWCOMB
TAILORING SALON
Sixth Floor
Commonwealth Building
SAN DIEGO

• Finely tailored clothes created for the individual



SMART hostesses of San Diego, Coronado and La Jolla find sandwiches popular and appealing for warm weather luncheons. A convenience for these hostesses is the Courtesy Sandwich Service of Cramer's Bakery, makers of Butter-Cream bread. Sandwiches are prepared by this service for actual cost of materials. No deliveries are made.

Another feature of the Courtesy Sandwich Service at Cramer's Bakery is the new "Cramer's Frosted Sandwich Lull" purchased in the foreground above. This is a novel loaf of bread with four tasty spreads. The completed loaf is covered with cream cheese and decorated to suit the occasion, another reason why sandwiches are becoming definitely "the" thing to serve.



NOT A GRAND, not an upright, not a spinet—but a lovely combination of all these three types. Full 88-note keyboard and designed on new artistic and decorative lines. It has the deep mellow tone of a large grand piano, yet can be readily accommodated in any living room, however small. This new console type piano is now on display in our show rooms and available in the following notable makes—Olickering, Story & Clark, Gulbransen, Winter, and other standard makes.

ENTIRELY NEW CONSOLE TYPE PIANO



THE BRASS RAIL

THE BRASS RAIL, Sixth Avenue and B Street, in San Diego, famous for fine foods, wines and liquors. A favorite luncheon, cocktail and after-theatre resort of sophisticated San Diegans. Under the ownership and personal direction of Art Cluminger and L. A. (Dutch) O'Neil.



GILMAN GIST

To better serve our clientele of 25 years and to provide both old and new clients with convenient, dependable facilities, we have built our own insurance offices on Fifth Avenue at Beech. Here you may enjoy complete privacy in a comfortable and artistic environment for the confidential discussion and professional serving of your insurance or annuity requirements.

FIFTH AVENUE AT BEECH

GILMAN GIST



THE BRASS RAIL

NEW INSURANCE OFFICES

AT PICKWICK HOTEL •

• Right: Night picture of the marquee entrance of Pickwick Hotel.



SAN DIEGO'S new fireplace Pickwick Hotel has just installed an attractive cocktail lounge and buffet, popular alike with hotel guests and a welcome meeting place for San Diegans. Furniture and decorations are of smart modernistic tone.



TWO VIEWS of the luxuriously appointed buffet and lounge of San Diego's noted Gold Club. Headquarters for sporting fraternity of San Diego and entire Pacific Coast. Direct wires to sports events, Herman Hotel, nationally known racing authority, is the owner.



GOLD CLUB OF SAN DIEGO



THE PICKWICK HOTEL

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MILLIONAIRE'S HOME

AVAILABLE AT LA JOLLA



THE MILLIONAIRE'S HOME

LANDSCAPED in keeping with the seaside location. Rock walls lead down to the beloved low room of the water's edge. Spacious windows command view of the Pacific Ocean and adjacent Beach Club.

Further information:
First National Bank ... or ... Bank of America



OFFERED FOR SALE

THE Monterey is the outstanding apartment property in Coronado. It is located in the heart of Coronado and within easy walking distance of the beach and Hotel del Coronado. There are 8 double apartments, 6 single apartments, 4 single rooms and a guest house. Furnishings, complete in every detail, are in keeping with its architectural beauty.

The investor seeking a modern apartment property showing an excellent return will find in The Monterey an unusual investment opportunity.

Further details on request.

A. H. FORET
REAL ESTATE BROKER
951 Orange Ave., Coronado, Cal.



MONTEREY APARTMENTS, CORONADO

SOUTHERN CALIFORNIA PICTORIAL LIFE

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CITY



● GRACE LINER SANTA ROSA leaving New England Co., 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 125 West Sixth Street, Los Angeles; 2 Pine Street, San Francisco.



● THE STUNNING 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 lido pools are the largest on any American ship.

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