

SOUTHERN
CALIFORNIA

PICTORIAL

L
I
F
€

E
X
P
O
S
I
T
I
O
N

PREVIEW

CALIFORNIA, through San Diego, invites the world to the California Pacific International Exposition opening in San Diego May 29, 1935.

This page for America's Exposition is sponsored by the Union Title Insurance Company, San Diego's leading Title Insurance concern.

25¢

VOL. 4

NO. 3

HARWOOD
HOYT
FAWCETT

•
Editor and
Publisher

FOR SALE IN CORONADO • ITALIAN COLONIAL HOME

CHARMING OCEAN VIEW ESTATE

THIS ocean view estate of surpassing charm in beautiful Coronado, California's paradise, is offered for sale. A picturesque, spacious, rambling new home of twenty rooms, eight sleeping rooms, five baths. Exquisite new furniture and furnishings. Grounds two hundred by two hundred feet. Price \$65,000.00. Agreeable terms. Address 1132 Isabella Avenue, Coronado, California.



SENIOR PHOTO

Other fine homes in the San Diego area for sale and rent
FRANK O. WELLS, Realtor
1148 Seventh Street Main 8188

FOR SALE BY FRANK O. WELLS



THIS well-constructed, two-story, eight-room stucco reflects dignity and charm. Exclusive residential district, only three minutes from downtown San Diego. Spacious living and dining rooms and sunny breakfast room open on an Italian formal garden. Large two-car garage with servants' quarters above. Original cost \$22,700.00; can be bought now at a much lower price. May be seen by appointment.

E X P O S I T I O N

P I C T O R I A L



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

America's
Exposition

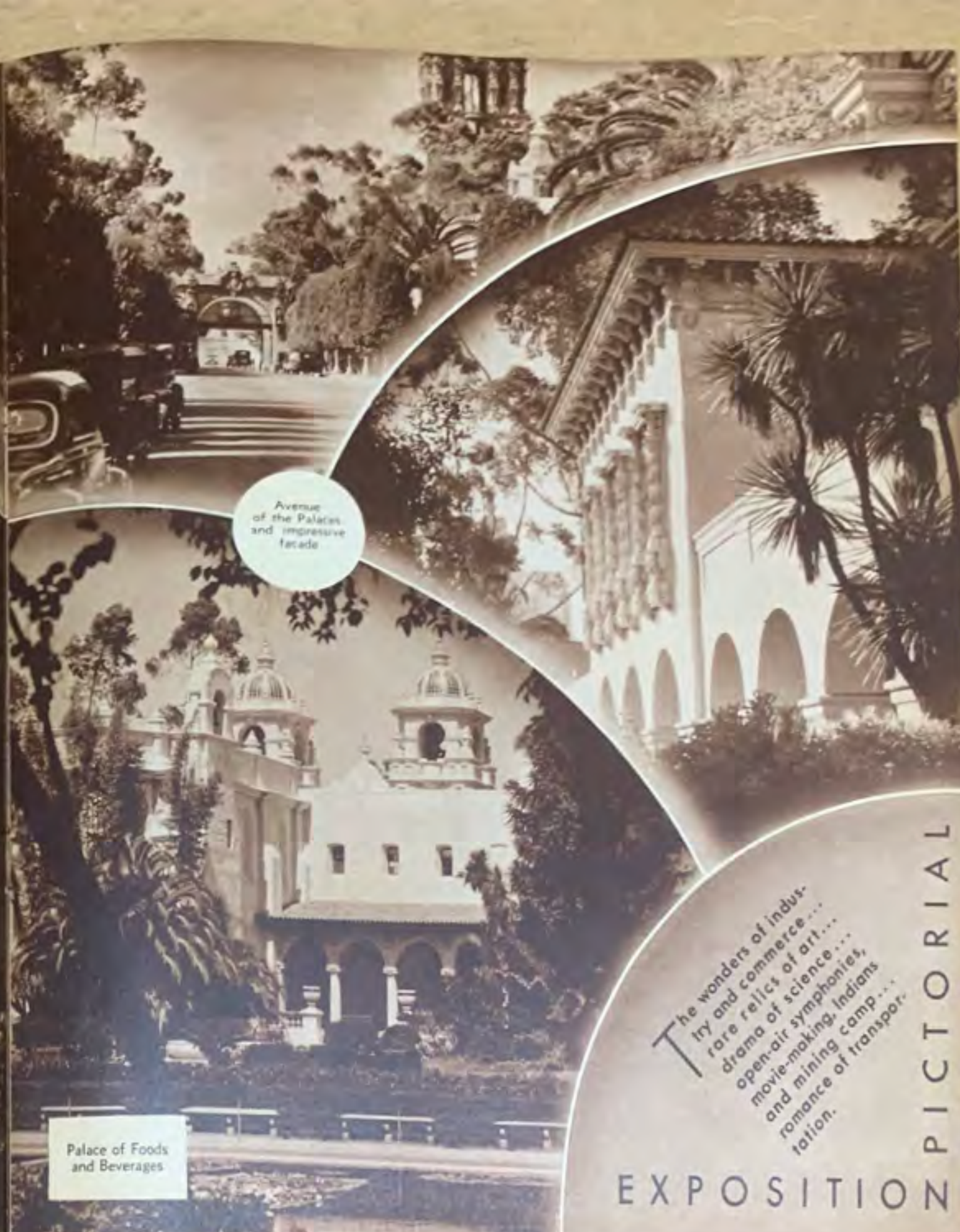
SAN DIEGO

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 indus-
try and commerce...
rare relics of art...
drama of science...
open-air symphonies,
movie-making, Indians,
and mining camp...
romance of transpor-
tation.

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 Lammage and below California Tower and Cabrillo Bridge



Strolling Entertainers
California Tower shown below



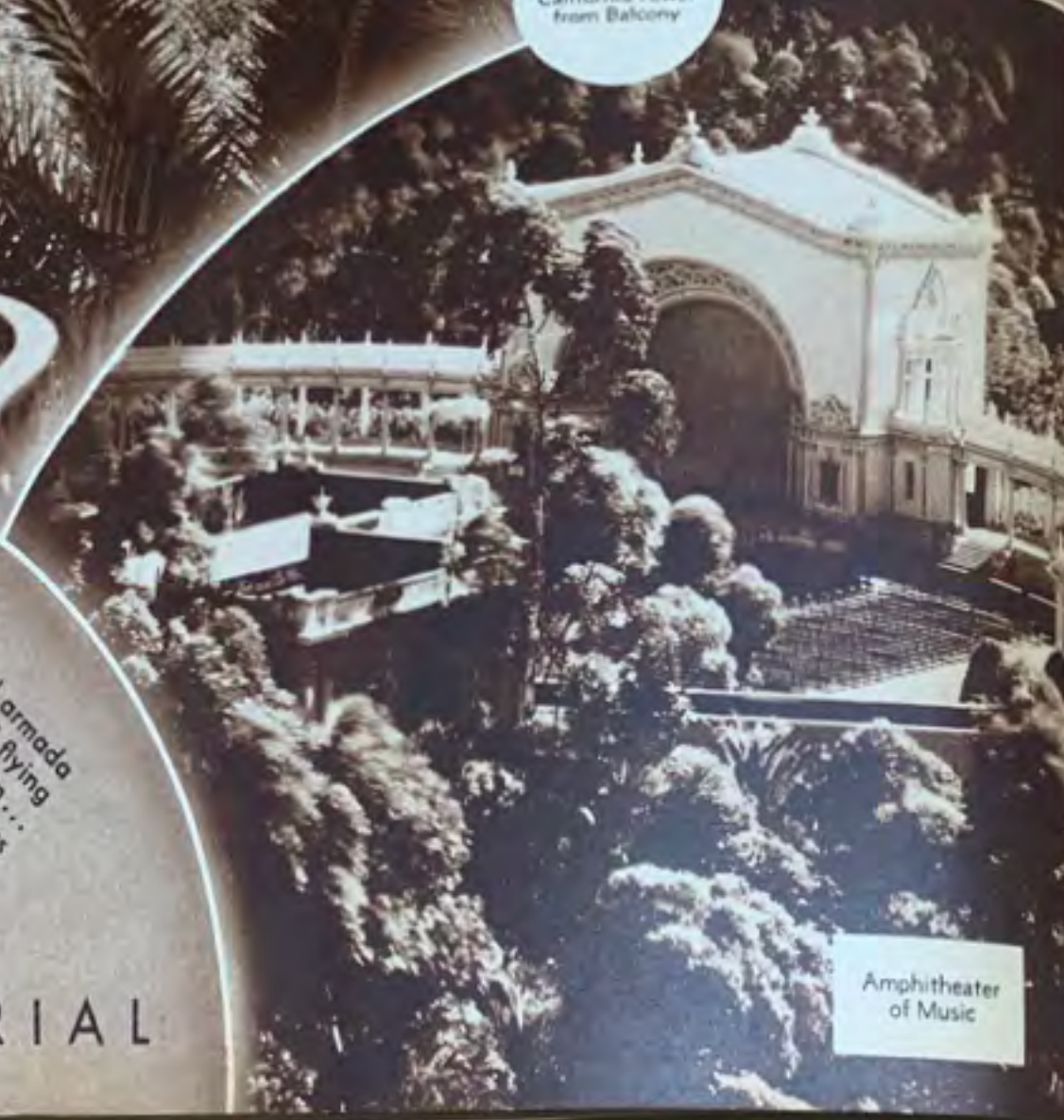
EXPOSITION

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

PICTORIAL



Palace
Entrance and
California Tower
from Balcony



Amphitheater
of Music



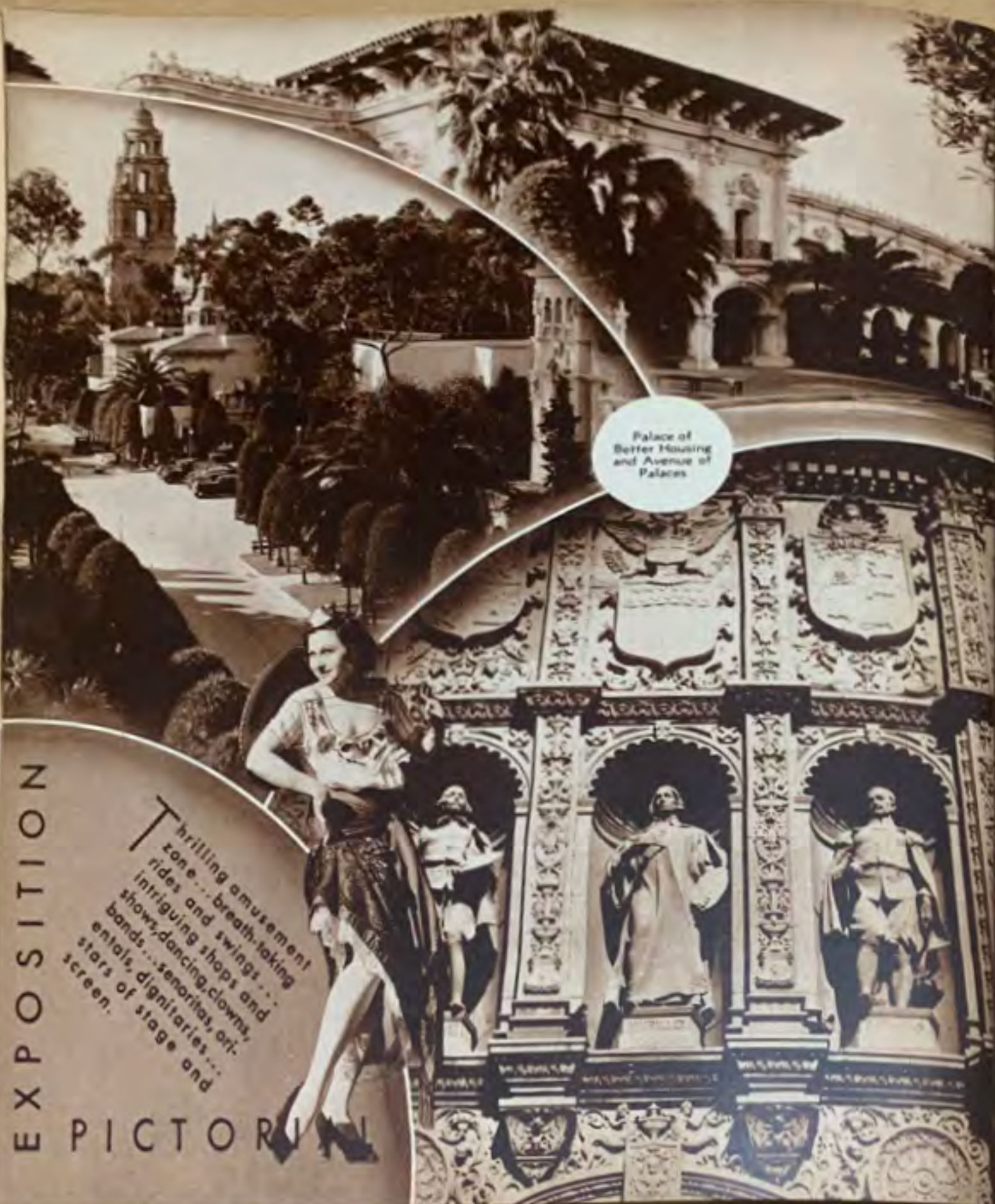
Botanical
Gardens and
Natural History
Palace



Madge Evans views
the Indian Village



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



Palace of Better Housing and Avenue of Palaces



San Diego, the Exposition city, by night, from the El Cortez hotel, looking across the bay to Coronado

THE San Diego Consolidated Gas & Electric Company presents this series of pictures taken by night in down town San Diego and strikingly demonstrating the advantages of modern lighting for business firms. New low rates for commercial lighting places modern illumination within the reach of every business.



Front center window of the Ballard & Brockert store at Fifth avenue and C street, down town San Diego. Modern lighting enhances this charming group of advance summer styles. Window design by Claude Kettle.



Nelson-Moore, San Diego clothing store for men, present an interesting window display designed by Bob Hansen, winner of many prizes in national competitions.

BUSINESS WHITE SPOTS ARE LIGHT SPOTS