

*Office of Design*

SECOND BULLETIN - FACTS AND INFORMATION

Beautification:

From Mr. Requa come the following suggestions:-

Concisely stated the architecture of the 1935 California Pacific International Exposition will be a development of the historic and prehistoric architecture of Southwest America, in which modern ideas in building design will be expressed, inspired by the remarkable examples of buildings and decorations in the monuments left by the unknown people who inhabited these favored lands before the advent of the white man.

The embellishments and color treatment of the new Exposition palaces will be supplied to a great extent, by living forms, trees, shrubs, vines, fruits and flowers, such as only Southern California can produce.

Because of our sunshine and benign climate, we have the opportunity to supply color and adornments with living plants instead of academic decorations. Such as perhaps could not be accomplished in any other portion of the globe. In the Village of the World and the Court of Pacific Relations, a transitional type of architecture is exemplified between the prehistoric and the pretentious styles which were produced in the opulent period of Spanish occupation in the Americas.

One of the most noteworthy and characteristic features of Spanish as well as Spanish Colonial architecture with their patios and gardens, embellished with fountains and brilliantly decorated tiles. These very important features unfortunately were lacking in the 1915 Exposition. But are to be one of the most prominent features of our present Exposition. Among these features, special mention should be given to the beautiful Casa del Rey Moro Garden, adjoining the House of Hospitality on the south, reproduced as faithfully as possible, the finest small garden in all of Spain, with its alabaster fountain, grotto, lily pond, quaint old well, seats and pergolas. Next in importance is the Alcazar Garden, planned from a section of the extensive and beautiful gardens surrounding the Alcazar in Seville. The Alcazar gardens in Spain are considered the finest public gardens in the country.

In the center of the House of Hospitality, the finishing touches are now being put on the Patio, which suggests the patio in the Museum in Guadalajara, Mexico. Chief features of this patio are the arcaded galleries, the large tiled central fountain and pool and the quaint old well embowered in bananas.

Another quaint and charming garden is the Court in the Pacific Relations group with its fountain, old well from Algeiras, Spain, and the large pool in which the beautiful trees in the vicinity will be reflected.

New landscaping with a picturesque log bridge is being constructed which leads to the Palm Garden.

#### Construction:

The Bank of America building is under construction. This will be the only bank in the grounds located at the left of the main entrance gate.

The Spanish Village in the Village of the World is about completed.

The construction on the new Music Bowl in a canyon near the Palisades has been started. This, a natural amphitheatre, made of cement with a seating capacity of about 5000 with a modern shell quite similar to the Hollywood Bowl except not so large.

Construction of the wall at the end of the approach to the Organ has been started. This wall will make a beautiful amphitheatre out of the organ space and increase the seating capacity very materially and the approach to the wall beautifully landscaped, adding a tremendous value in beauty.

The ground is being prepared for the erection of the buildings in the Midway. The entire space between Park Blvd., and the Avenue of Nations or Zoo Road, from the Village of the World to the Indian Village will be divided into two sections. The half toward Park Blvd., will be parking space to accommodate approximately 6000 cars and the half toward the Avenue of Nations the Midway.

#### Of General Interest:

One of the big concessionaires of the Midway is on the grounds and starting his activities. The Midget Village will create considerable interest in your talk and will have between 80 and 90 midgets in this Village.

The smallest midget in the World 18 inches in height, 21 years old, perfectly formed will be there. He comes from Germany. The oldest midget in the World will be here; she is, 85. The Mayor of Midget Village, Major Doyle is 65, about 42 inches tall and a graduate of Oxford.

In this Midget Village there will be a Town Hall with its Mayor, a jail with its jailor, a Court House with its Judge and beauty parlors, barber shops and etc. There will also be another concession known as the Midget Farm, which will have its midget cows, bantam chickens and typical farm life.

More about Midway in the next bulletin.

#### Zoo:

Letter recently received from the general manager of the Ringling Bros.' Interest, an offer has been received recently for three or four

trained animal acts with the trainers. This group of wild animals to consist of seven elephants, five or six camels, four or more Zebras, one Hippo (full grown) and other animals that we might want. These would be transported from Peru, Indiana, and brought to San Diego Zoo free of cost. Not able to state whether or not this will be accepted, but it shows the interest large concerns are taking in our Exposition. Probably these animals will be brought and trained wild animals acts will be in the Zoo, if money can be arranged through the Federal loan with the Government to build an arena in the Zoo.

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House of Pacific Relations - 23 have endorsed and eleven have picked locations. As a result of this House of Pacific Relations, already Japan and China are under contract for us to build them buildings at their expense for exhibits, in addition to participation in Pacific Relations.

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Perhaps the most important single unit contributing toward the educational features of the California Pacific International Exposition will be the comprehensive PALACE OF EDUCATION. Ground is being broken today for the building which will follow the Indian Pueblo style of architecture and will contain 15,000 sq. ft. of exhibit space.

A most unique exposition of education has been outlined by the Director of Education under the general theme EDUCATION FOR GOOD LIFE. There will be a large central theme room in which the seven objectives of education will be portrayed in an artistic and animated style. Beautiful dioramas and models are planned which will give an allegorical picturization of these objectives. Exhibits throughout the building will make an exposition of the manner in which these seven principal aims of education are developed throughout the curriculum from kindergarten to the university. Exhibits will also be arranged to demonstrate the following special fields of education:

Art, music, visual, special, vocational, rural, college, university, continuation, adult, education for the deaf, blind and physically handicapped and vocational rehabilitation.

Four important organizations, which are allied with education will exhibit in the building - National Education Association, Congress of Parents & Teachers, California Teachers Association and the American Association of University Women.

The State Board of Education has authorized the State Department of Education to cooperate with the management of the California Pacific International Exposition in every way in order that educational exhibits and the various phases of the exposition which bear out the activities of the public schools of the state be prepared to the best advantage possible. This same cooperation is being received from the University of California and State Teachers Colleges.

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Personal Comment:

Mr. Horace Rhoads, President of the San Diego Club sent out 10,500 out-of-town guest cards to prominent members of clubs affiliated with the San Diego Club telling about our Exposition, etc. He has received hundreds of replies from the East and North and these letters certainly manifest that we can expect an unusually fine attendance from the remote parts of our country.

One of the responses of interest, showing the feeling of Los Angeles, is from Wm. May Garland, follows.

"The charm of San Diego, as well as the wide-awake, intelligent activity of its citizens invites the admiration of all California."