

FACTS AND INFORMATION FOR SPEAKERS

BUREAU

The Exposition will open May 29, 1935.

Official Dedication May 30, 1935.

This is an international Exposition measured on the scale of a ten to fifteen million dollar affair and not just a seven hundred thousand dollar carnival or County Fair.

The financial campaign of last summer which was so successfully achieved was for the main purpose to obtain the working capital for the Exposition. We must not forget that for two decades past, inspired vision and hard work and a tremendous outlay of money formed the background upon which we are building this modern Exposition.

ATTENDANCE

We are anticipating an attendance of about five million people and that is based on the fact that in 1915 with a population of 40,000, we played host to two million visitors and when one compares the transportation facilities of 1915 to the present day, and the spirit of going "somewhere", so prevalent in America, we do not believe we are exaggerating in our figures. In this connection, especially when you are asking people to write to their friends and relatives in the East, it would be very advisable to inform them that if they are interested in an automobile tour that the highway from New York to San Diego is completely paved. In fact, from practically any place in the United States, there are paved highways leading to the Broadway of America, which is a high-gear, all weather route to our City. I have recently traveled over it and with exception of two minor detours, it is a marvelous highway the entire distance. I found in my tour of the East that that is one question people are anxious about and asked concerning, and I think it is well to have this knowledge. Of course, there will be, undoubtedly, Railway excursions during the duration of the Exposition, one large travel concern already asked for a very large number of tickets and are arranging tours to the Exposition.

## GENERAL INFORMATION

The headquarters of the Exposition moved into their general offices on October 1st. These offices have been most attractively and efficiently planned and built so every detail of an executive nature, can be carried out with speed and accuracy. The departments are well organized under experts in their respective lines.

In an interview with the assistant treasurer a few days ago, I was informed that practically every purchase that has been made thus far by the Exposition has been made in San Diego city or County and that less than \$200.00 has been spend outside of the County, and that much of the necessary equipment in the other offices has been purchased here and sent there.

The new year will bring the New Deal to thousands of unemployed workmen who will be given jobs in January and February when the vast construction program of the California Pacific International Exposition arrives at its peak. With about 1700 workmen already on the Exposition's 25,000 a week payroll, speeding of construction will result in employment for about 3500 more before February 1st.

### ACTIVITIES IN THE GROUNDS

Five of the score of magnificent exhibit palaces in Balboa Park, on which work has been progressing for more than a year, are entirely remodeled and redecorated and are now ready for exhibits. Another group of 15 buildings comprising the international "House of Pacific Relations" is nearly completed, (See article on House of Pacific Relations) Six structures of the Spanish group in the fun zone, or "Villages of the World," are progressing rapidly and construction is due to start soon on the score or more of other buildings in this section, namely, Azted, Palestine, Italy, English, Normandy, Egyptian, Chinese, Dutch and Old Heidelberg.

The Women's building is rapidly nearing completion. This building adjoins the former New Mexico building, which, in the present Exposition, is to be known as the

Palace of Education.

The section to be known as the Pallsades has been graded. Fire House has been erected. The House of Hospitality is all but ready for furnishings and within a week will be housing the meetings of the Board of Directors of the Exposition at their regular meetings. This House of Hospitality is to be exactly what the name implies. Receptions will be held for various dignitaries who will visit our Exposition. Clubs, Federated State Societies and other organizations will also have space in this building.

The building to be known as the Modern Home which, has up to the present time, been our iron shop and artist studio, is really waiting now for the exhibits to be put in place. It will be of interest to just mention the fact that some exhibits are already on the grounds and in store houses in the City awaiting the time of the opening.

#### "HOUSE OF PACIFIC RELATIONS"

The name of the Exposition - PACIFIC INTERNATIONAL - reveals and emphasizes its spirit.

Foreign nations are being invited to participate with us in the promotion of the spirit of harmonious international accord - for their good and our good and for the good of the World.

Recently in San Francisco a meeting was held with the Consuls concerning this Department, also, in Los Angeles, and so far 23 foreign nations have evidenced their intent to participate in this most interesting feature.

If you were giving just a five minute speech on this alone, you would, of course work up to it from the standpoint of the strife and stress and war thought that permeates the countries of the World, and then show just what this spirit of Pacific or peaceful

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living together might mean.

#### CONCESSIONS AND MIDWAY ATTRACTIONS

The shows and concessions of the Midway are rapidly being completed.

Concessions are all limited and have been offered to local people before throwing them on the open market and owing to the small limit of each type of concession, we are now sold out on: All Root Beer; One Soda Fountain; All the Barbecue; All Peanuts Popcorn and Crackerjack; All Fruit Juices; All Ice Cream and Frozen Custard; All Hot Dogs and Hamburgers; Guess Your Weight Scales; Canes; Balloons; High-grade Auctions; Palmistry; Sheet Writers; Hum-all Whistles; Horoscopes; Postal Cards.

We have under contract for the Midway with one man, four attractions which will cost between eighty and ninety thousand dollars to simply house the attractions. With another firm, we have contracted for four other attractions which will cost approximately \$50,000 to house. All of the Midway attractions will be of the highest type and all new to the Pacific Coast, as many of them are coming direct from the Century of Progress and all will be housed behind the most attractive and impressive fronts that can be built.

The Riding devices will all be new to the Pacific Coast and most of them will be built here, with the exception of the old stand-by, Merry-go-Round, which goes without saying, is a necessity.

All of these building activities will give employment to many of the crafts such as carpenters, electricians, plumbers etc., and undoubtedly, after the Exposition opens, many people will be employed by the owners of these attractions.

#### EXHIBITS

Sales offices are being maintained besides the home office in San Diego, in Los Angeles, San Francisco, Chicago and New York, and after the first of the year, one will be opened in Washington.

We have bona-fide reservations from some of the outstanding advertisers in the country. We can tell the people that the White Sewing Machine Company; the Dictograph corporation; Grolier Societies; Western Union Telegraph Company; Shell Oil Company; National Biscuit Company; Globe Flour Mills; Union Ice Company; Junket Folks, are among other well known concerns who are already under contract.

The Eat and Beverage building is practically sold out.

#### EDUCATIONAL

One of the very interesting cultural features, the Palace of Education under the direction of Mrs. Vesta C. Muehleisen is showing marked progress. Personal contacts have been made with the State Board of Education and Supt. of Public Instruction, who have promised 100% cooperation and the request has gone out to all members of the State Department to make this project one of the major responsibilities of the next two months. Dr. Ira W. Kibby, personal representative of Mr. Vierling Kersey, conferred here recently with the Advisory Commission of Education of the Exposition, after which Dr. Kibby returned to Sacramento for a discussion of exhibits with Mr. Walter Hepner, chief of Division of Secondary Education and Miss Helen Heffernan, Chief of Division of Elementary Education.

This Palace of Education will be one of the interesting features because it is going to have not only state, but nation-wide interest.

#### RELIGION

In the Hall of Religion, already some four or five churches have reserved space. If the present indications are an expression of the results, the Exposition Corporation may be compelled to build a specific Hall of Religion.

#### PUBLICITY

The publicity program of the Exposition is so designed as to reach into every channel of exploitation; newspapers, radio, class and trade magazines, photos,

billboards, feature services, syndicates, wire services, etc. With these outlets, news of the Exposition is carried into every corner of the United States and appears before every person who reads a newspaper or magazine, sees a movie, listens to the radio, etc.

National magazines have been most generous in writing articles concerning the Exposition and it is getting to be a familiar sight to see our beautiful buildings, the background of our Exposition, pictured in these magazines.

Quite a few national concerns are already calling attention to our Exposition as well as we have the promises of Railways, World Cruises, Steamship Companies, Express Companies, etc., that they will and already are publicizing the Exposition.

~~To quote Mr. Robert~~

RADIO DEPARTMENT

To quote Mr. Robert Brooks, broadcast representative, in regard to the radio department:

"The Exposition will furnish facilities such as mikes, equipment and broadcasting studios to the networks and local studios. This equipment and sender will be located in the Exposition headquarters." From the Exposition headquarters programs will be broadcast frequently, starting within a few days.

#### RECENT COMMENTS

Recently Mr. Dana S. Williams, imperial potentate of the Mystic Shrine of North America after a tour of the Exposition grounds made this statement concerning the California Pacific International Exposition opening here May 29, "a conspicuous example of civic achievement and a project that has measurably added to San Diego's prestige throughout the nation.

Mr. Williams and his party were greatly impressed with our plans and achievements thus far and as he bade farewell said "I will certainly carry the message on my tour around North America of what San Diego is doing to whip

Recently I saw  
Ries was on the  
grounds taking  
some pictures  
of Exposition  
with a wire  
& have been  
or will soon  
be thrown on  
the ground

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Old Man Depression."

Economic ills are psychologically induced and anything that can divert the minds of the people deserves every measure of assistance, Lieut.-Gov. George J. Hatfield declared here in urging state-wide support for the California Pacific International Exposition.

"The Exposition will reap a bumper crop of tourist dollars for the entire state," Hatfield said. "Anything that can divert the minds of the people from the fear complex which has prevailed for the last few years deserves every reasonable measure of assistance. So it is with this Exposition, which is not San Diego's, but which belongs to the people of California."

May I suggest that it is well to emphasize the fact as emphasized in Lieut.-<sup>u</sup> Gov. Hatfield's last sentence, "While we are proud that this is going to be in San Diego, yet let us emphasize the fact that it is California inviting the World through San Diego to an international Exposition."