



San Diego Exposition

SWINGING into its second summer season, the California Pacific International Exposition again is attracting huge crowds from all parts of the nation to San Diego. Highways, bus lines, railroads, steamships and airlines report record-breaking reservations for the summer tourist season.

The Exposition, entirely new and distinct from the one which brought 5,000,000 visitors to San Diego last year, began its second season on February 12, and will continue through September 9. During the three months it was closed, practically every exhibit was changed, new landscaping and lighting designed and a new Amusement Zone constructed.

Special days have been arranged for residents of every state in the union during the summer months. On these days reunions of former residents of the various states will be featured and special ceremonies scheduled. Aside from bringing the former residents together, it also offers a particularly strong incentive for those who still live in the states which are being honored, to come to the Exposition

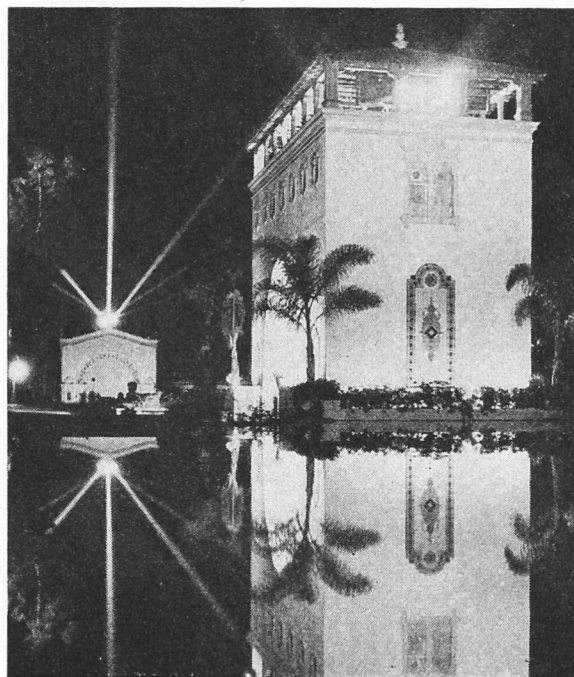
that day and meet old friends and acquaintances.

In addition to the new exhibits, lighting and landscaping effects, a new policy of entertainment was inaugurated with the 1936 Exposition. Added attractions of major importance and persons of national prominence are being brought to the Exposition for appearances, a continual schedule of entertainment being provided free to those who enter the gates. Any of the attractions scheduled, if seen in a theater, would cost several times the price of admission to the Exposition.

One of the most interesting buildings at the new Exposition is the Palace of Transportation, containing a complete and authentic history of travel. Arranged in consecutive and chronological order, the march of transportation begins with the Roman chariot, the sedan chair, the litter, and on through the various progressive stages to the present day of streamlined trains, buses, airplanes, automobiles and even steamships.

The display contains not only the earliest models of each type of transportation, but continues on and shows

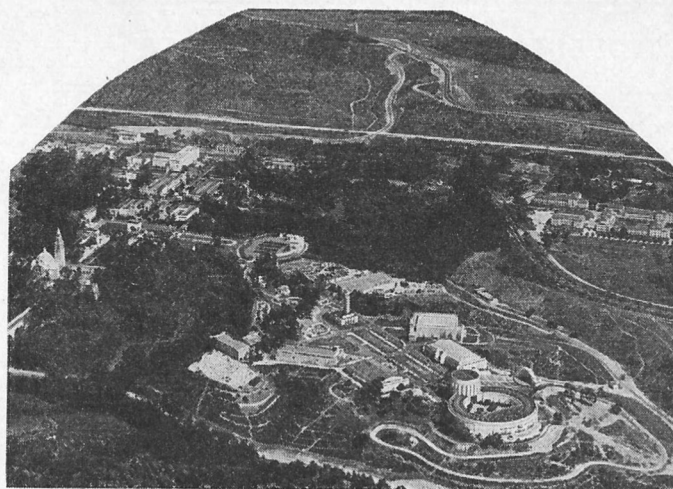
They turn out by the thousands to visit the San Diego Exposition as one can readily see from the picture at the top showing a small portion of the visitors on the Avenue of Palaces with the Arch of the Future in the background. Below is a night scene at the Exposition with the Arch of the Future at the right and the giant outdoor organ and amphitheater in the background.



the evolution of each division before moving to the next.

The most interesting display, from a scientific standpoint, is the gondola of the stratosphere balloon, Explorer II, which ascended 13½ miles into the stratosphere last November 11, setting a new world's record. The gondola itself is on display, along with a number of scientific instruments it carried and a large group of enlarged photographs showing preparations for the ascent, the balloon in the air and its descent and landing. One photograph shows the earth as it appears from the extreme height, over an area of approximately 100 square miles. The photograph looks like a gigantic relief map.

Above the continuous group of transportation relics and extending all the way around the huge, circular building is the world's largest mural, depicting the history of man's attempt to conquer distance. The mural goes much farther back into antiquity and begins with the Stone Age when the only means of travel was by walking. More than 100 scenes are shown in the mural, which covers an area of more than 20,000 square feet, many of the scenes containing several different types of vehicles. The mural was painted by Juan B. Larrinaga, one of the nation's outstanding mural artists. Larrinaga also decorated many of the other buildings in the industrial group at the Exposition.



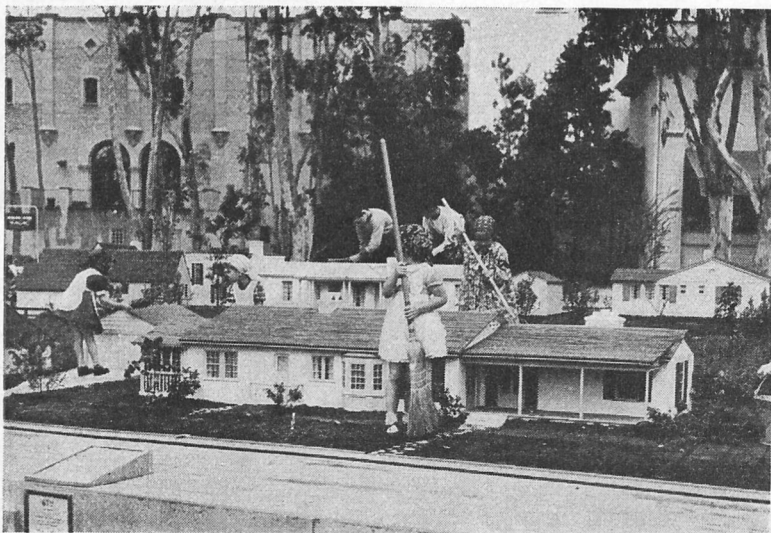
in practical settings. The lighting system at the Exposition has attracted more attention than any other single feature this season. Using the three primary colors of red, blue and green, all synchronized and operated by a series of 20 banks of dimmers, the effect throughout the grounds is that of a moving, blending series of pastel shades, "painting" the buildings, trees, shrubs, pools, fountains and gardens with an exotic beauty.

An entirely new Amusement Zone has been created,

Rebuilt for 1936 Season

Another new building in the industrial area of the Exposition is the Palace of Electricity, where 25 leading manufacturers of appliances and equipment have combined to make one of the outstanding displays at the fair. The building, instead of being a collection of exhibits, each having no connection with the others, has a harmonious interior, each display starting where the other left off, where that is possible. Model kitchens and every modern appliance for the home, office or factory are shown

A view of the grounds of the California Pacific International Exposition at San Diego from the air is shown at the top right while below is pictured tots housecleaning the city of tiny tots, one of the exhibits at the Exposition.



with the landscaping theme of beauty carried out in that area. New shows, new amusements and new, thrilling rides have been installed, making the area unique among midways of the world.

Another popular, new feature is Enchanted Land, an area devoted exclusively to children. Buildings in fantastic designs, a rock candy mountain, animated figures of all the fairyland folk, Bugville, a miniature railroad, miniature rides, slides of every description, all are featured in this section for the children.

With more than 100 exhibit buildings, various areas, including the amusement zone, gardens, plazas, fountains, terraces and other spots of interest, Exposition officials are suggesting that visitors arrange to spend at least a week in San Diego.

In addition to the Exposition, there are many points of scenic interest in the immediate vicinity of San Diego. Point Loma, most southwesterly point of land in the United States, offers one of the world's most inspirational views. The blue, Cuyamaca mountains in the background, the ocean, the bay, fragrant citrus groves, sparkling mountain streams, beautiful, rolling golf courses and scores of other features, all of which can be reached by broad paved roads, are attractions that should not be overlooked. Bus service to and from other points in Southern California makes sightseeing easy and offers the vacationist a maximum of enjoyment every hour of the day. Sightseeing tours of a few hours or a few days duration are afforded visitors by reliable, dependable bus companies, with a personnel trained to point out all places of interest. (Continued on next page)

PALACE OF NATURAL HISTORY

One of the most popular buildings at the San Diego Exposition, from the visitor's viewpoint, is the Palace of Natural History located at your right as you enter the East gate. A trip through this beautiful building is an education in California fauna, plants, birds, mammals, marine animals, fossils, gems and minerals.

One of the most interesting exhibits within the building is the skeleton of the huge 30-foot, duck-billed dinosaur, which is thought to be more than three million years old. Other fossil exhibits are those of a horse of the pre-glacial age, gigantic turtles from the deserts and an eight foot Portheus fish.

In the same building, but in a different section on the first floor, the visitor will see a very interesting hydrographic map of the floor of the Pacific Ocean, constructed to scale and showing the continental shelves of North America and Asia.

New for the 1936 edition of the Exposition is the tropical fish display found in the Palace of Natural History. These fish, contained in 75 tanks, range from the almost microscopic species to the very large, multi-colored types that are rarely seen in this part of the earth. The Siamese fighting fish, a species that carry their young in their mouths, fish that can be drowned and scores of others are shown in these tanks which have been made up to resemble their native haunts.

PALACE OF FOODS AND BEVERAGES

One of the largest buildings on the grounds is devoted to exhibits of leading manufacturers of foods and beverages, the Palace of Foods and Beverages. Especially interesting are the different type machines which are found here manufacturing and packing various foods and beverage products.

In other sections of the building are ovens and kitchens in operation showing the various methods of preparing foods. Dining rooms have been connected with the kitchens so that visitors are served samples of the food and beverage which they have just seen prepared.

PALACE OF BETTER HOUSING

Led by a huge Federal display on better housing, this building is attracting the attention of every visitor to the San Diego Exposition. The modernization of old homes, new construction and various

phases of renovation are emphasized. The Federal Government exhibit was erected at a cost of \$150,000.00. Twelve "talking towers" are placed at intervals over the vast floor space of this building, and from them lectures by housing authorities are given periodically.

The various exhibits include everything to make the home more comfortable and more livable. Furniture, draperies, carpets and rugs, household appliances, in fact, every item that goes to furnishing a home will be found on display somewhere in this building.

PALACE OF FINE ARTS

Probably the most beautiful building on the Exposition grounds, the Palace of Fine Arts, contains scores of priceless paintings and art objects all on display for Exposition visitors and with guides and attendants on hand to explain the various exhibits.

The building itself is of permanent construction and has been open to the public since 1926. Sections have been allotted to the Italian Group of art, another is devoted to Old Spanish, a third devoted to contemporary Mexican art and the fourth devoted to a vast collection of grand old Oriental or Far Eastern arts. Paintings by such old masters as Rembrandt, Rubens, Van Dyke, Lukas, Raeburn, Corot, Goya and Murillo are on display daily. An American Department with paintings from such noted artists as Inness, Chase, Henri, Thayer and Ryder make up a marvelous exhibit of American art.



The ornate Foods and Beverages palace at the San Diego Exposition is set amid beautiful palm trees and lily ponds. Last year it was one of the most popular, from number of visitors, of any building on the exposition grounds.

PALACE OF MEDICAL SCIENCE

One of the largest and most complete scientific exhibits in the United States will be found on the Exposition grounds in the Palace of Medical Science. Leading medical groups of the country cooperated with local and state medical associations in an effort to depict the last word in medical and surgical advancement. Graphic exhibits of diphtheria prevention demonstrations, proper methods of infant feeding, care of milk and other foods are presented.

Lectures by noted medical authorities are made frequently on health measures. A safety exhibit prepared by automobile clubs holds the attention of visitors to the building.

A large amount of space in the building is occupied by commercial displays of prominent manufacturers of pharmaceutical products and makers of medical and surgical supplies. One entire section is given to X-ray and kindred subjects and presented in a manner to interest the person of non-scientific mind.

PALACE OF SCIENCE

In this vast structure will be found the complete story of man, traced back to the dawn of history. The evolution of the human species is graphically portrayed in the Hall of Anthropology where statues, casts and skeletal features of the race have been preserved and presented in a carefully worked out order, enabling the visitor to view not only the physical facts but the actual surroundings and modes of living of what we now call Prehistoric Man.

Tools and weapons used by ancient man form one interesting collection and life-sized figures show the American Indians engaged in their various occupations. These groups are in large glass cases and are so arranged in the Palace of Science that the visitor comes upon them at intervals during a tour of the building.

Central and South American exhibits cover a large area and form one of the most decorative sections of the Palace. Many fine examples of Aztec and Mayan monuments with inscriptions, bas-reliefs and murals from the ruins in Yucatan and Guatemala are in the Archaeological Hall. Baskets, pottery, textiles and carved gourds, together with bronzes, copper and silver work from the Incas of Honduras also make up a very interesting display.

The Philippines and the Orient are represented in the Palace of Science with large displays showing examples of handicraft and art.

The interior of a Mexican mission is reproduced in the famous St. Francis Chapel which adjoins the Palace of Science. The carved wood altar, overlaid with gold leaf, is flanked on both sides by old Mexican religious paintings. The quaint little chapel has been the setting for many weddings and it is rapidly becoming the "Little Church Around The Corner", of the west.



HOUSE OF PACIFIC RELATIONS

Flags of thirty-three nations of the World fly from the House of Pacific Relations, a colorful cluster of cottages nestling in a foliage rimmed area. The natural setting for these cottages, together with the landscaping, makes it one of the most attractive sights on the Exposition ground.

Representatives of each of the thirty-three nations greet their countrymen here and visiting officials make the House of Pacific Relations their headquarters while in San Diego for the Exposition. Cottages are occupied by the British Empire, China, Denmark, Irish Free State, Sweden, Norway, Germany, Mexico, Japan and practically every country
(Continued on Page 69)

Daily concerts by Spanish troubadours in the House of Hospitality are very popular at the California Pacific International Exposition at San Diego. At top is shown a group of visitors being entertained by the troubadours in a patio which was designed after one in a convent at Guadalajara, Mexico. In the center is shown the Tropical Plaza de America at the Exposition with the Transportation Building in the background. At the right is the Fun Zone at the San Diego Exposition, unique for the central flower gardens.

