

OFFICIAL DAILY PROGRAM

California Pacific International Exposition 1936

IN BEAUTIFUL BALBOA PARK, SAN DIEGO, CALIFORNIA

Have you dined with a QUEEN? . . . QUEEN ELIZABETH
Dines Daily 6 p. m. at **FALSTAFF TAVERN** LUNCHEON and
Specializing in English Cookery BACK OF THE CALIFORNIA TOWER TEAS from
Best Food on the Coast Noon 'til 5 p. m.

Illusion of National Parks—Standard Oil Tower.
56 Model Homes on One Acre—Federal Housing Building.

See The Eighth Wonder of the World . . .

Boulder Dam Exhibit

FREE 6 MINUTE TOUR

Located between Main Entrance & Midway

Palace of Lost Yucatan Race—Science of Man.
Viking Ship of the Norsemen—Near March of Transportation.
Aeronautics of the Future—March of Transportation.
Hotel of His Royal Nibs—Enchanted Land.

Insert—Then Press
Juistractor
Does the Rest.

PALACE OF FOODS & BEVERAGES.

Erection of World's Largest Bridge—California State Building.
Gallery of World's Greatest Art—Palace of Fine Arts.
10,000 Mechanical Fireflies—Alcazar Gardens.
Shoe Home of the "Old Lady"—Enchanted Land.
Garden of Mystic Moods—Near Palace of Electricity.
Ford Outdoor Music Bowl—Palisades Sec.
World's Largest Outdoor Organ—Plaza del Organo.
The Christian Science Monitor Building. International Daily Newspaper—at the Palisades.
W. C. T. U. Exhibit. Alcohol Education.—General Exhibits Building.
World's Largest Lighted Stage—Exposition Grounds.
The House of Marvelaire—Cooled Air for Homes. F. H. A. Building.
Jewels Worn by King Tut—Science of Man.



World's Largest Mural—March of Transportation.
American Legion War Relics—General Exhibits Building.

Buy Now!

Denver Mint

1936 Commemorative \$1.50
Coins at . . . EA.

A LIMITED NUMBER

1935 San Francisco Mint Coins
at \$2.00 each, While They Last!

The coins were designed by Robert Aitken, 227 West 13th Street, New York City, and were minted in San Francisco, California in 1935 and Denver, Colorado for 1936.

►► Coins are sold on the grounds and also by mail. Mail orders for coins should be accompanied by postal money order, or cashier's check or certified check payable to

EMIL KLICKA, Treasurer
California Pacific
International Exposition
San Diego, California

Outstanding Exhibits

Pacific Pottery Exhibit. Potter's Wheel in Action. Federal Housing Building.
See the Eighth Wonder of the World—Boulder Dam. Free Tour.

Indian Museum—Spanish Village. Navajo Silversmith at work. Marie Pottery, Navajo Blankets. Guaranteed genuine Indian Hand-Made products.

X-ray Robot—Hall of Medical Science.
The House of Marvelaire—Air Conditioning of Homes. F. H. A. Building.

Desert Date Shop

2 lbs. 35c

WE SHIP

Fresh Dates ▲ Date Bars
Dates in Old Brandy

In Palace of Foods and Beverages

Arden Farms

Serving All Protected Milk Products and

Toasted Cheese Sandwich . . . 10c
Toasted Deviled Egg Sandwich . . . 10c
Pineapple and Cottage Cheese Salad . . . 20c
Malted Milks . . . 15c Milk Shakes . . . 15c
Buttermilk . . . 5c

in PALACE OF FOODS & BEVERAGES

Representatives of 33 Foreign Nations at House of Pacific Relations.
Raging Forest Fire in Illusion—California State Building.
Galloping Sea Horses—Natural History Museum.

Visit

Rube Allen's

Barnyard

Cafe • North End Food & Beverage Bldg.

Serving Swift's and Libby's
Finest Foods at Moderate

Meals from **35c** up

Eat the Best Vittles at the
Quaintest Place in the Fair

Featuring Libby's Pure Fruit Juices

Model of World's Largest Telescope—Palace of Education.
Five Thousand Dollar Sistine Madonna Painting—General Exhibits Building.
100-Year-Old Railroad Engine—March of Transportation.

Ride and Relax

by Bus

Sightseeing with lecture making a complete tour of the grounds . . . **35c**

Transportation . . . **10c**

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TAXI TRIP or tours in charge of a competent guide. Phone MAIN 4379

World's Largest Talking Diorama—Water Palace.
\$100,000 Gallery of American Art—Palace of Fine Arts

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Saturday, July 25, 1936 - 46 Days More

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George Hoffmann, Jr., Associate Manager

228-232 San Diego Trust and Savings Building, San Diego

ARIZONA DAY

COOPERATIVES DAY

REAL ESTATE ASSOCIATION DAY
CACTUS & SUCCULENT SOCIETY DAY
MEXICAN TIPICA POLICE ORCHESTRA
SAN DIEGO SYMPHONY ORCHESTRA
CORONADO NATIONAL HORSE SHOW

A. M.

- 10:00- 5:00—HOUSE OF PACIFIC RELATIONS
15 Bungalows, Housing 33 nations, open to the public.
- 10:00-10:00—STANDARD OIL NAT'L PARKS TOWER
Illuvison Show—Continuous.
- 10:00-10:00—F. H. A. MODEL TOWN.
"Modernization Magic."
- 10:00-10:00—WATER PALACE
Illuminated Lecture on Giant Relief Map of the three
great water projects of Southern California. Continuous.
- 10:00-10:00—CCC "CAMP SAN DIEGO."
(Near Water Palace.) Open for Public Inspection.
- 10:30- 8:00—FEDERAL HOUSING BUILDING
making of Pottery on Potter's Wheel—Pacific Pottery Ex-
hibit.
- 10:00-10:00—PALACE OF FOODS AND BEVERAGES
Copper Artcraft Exhibit from Tucson, Arizona.
- 10:00-10:00—GENERAL EXHIBITS BUILDING.
Exhibit of Archaeological Artifacts from Globe, Arizona.
- 10:00-10:00—PALACE OF ENTERTAINMENT
Display of Cooperative-made products by California Coopera-
tive Assn.
- 11:00 —PALACE OF ENTERTAINMENT
Orange County Band. In connection with Cooperatives Day.
- P. M.
- 12:00- 8:00—REAR OF MARCH OF TRANSPORTA-
TION BLDG.— "Roads of the Pacific." Free Rides in
New Ford Auto mobiles.
- 12:00- 7:00—GEMSTONE CHAPEL — General Exhibits
Building. Lecture each hour on "Gemstones of the
Bible" and "Milan Cathedral." By Dr. Rolland Butler.
- 12:30 —FEDERAL HOUSING BUILDING
Little Theatre. Sound Motion Pictures: "Twenty Million
Years"; "Fish From Hell."
- 1:00- 8:00—PALACE OF INTERNATIONAL ART.
Special Lecture on "The Liberty Bell Wishing
"Rug." By Thomas H. Kullujian (Each Hour).
- 1:00- 7:00-PALACE OF EDUCATION.
Walk Talks—by well-informed Guides (Each Hour).
- 1:30 —CCC "CAMP SAN DIEGO."
Forest Fire Fighting Demonstration.
- 1:30- 2:30- ORGAN AMPHITHEATRE
Midland College A Cappella Choir of Fremont, Nebraska, Oscar
Lyders, dir.

Continued on Next Column

FREE -- DEMONSTRATION -- FREE

MINITMAID MAGIC COOKER

Cooks Complete Meal in Five minutes
in one utensil over one burner

Saves Time -- Money -- Food -- Flavor -- Fuel -- Effort

NORTH END FOOD AND BEVERAGE BUILDING

Cafe Casa del Rey Moro

in the House of Hospitality

*Dine in the luxurious surroundings
of the famous
"Gardens of the Moorish Kings"*

Management, JOHN H. GAGE

(Continued)

- 2:00- 2:45-MARCH of TRANSPORTATION Bldg. Patio.
Concert by Old Pueblo Orchestra from Tucson, Arizona.
- 2:00- 2:30-FEDERAL HOUSING BUILDING
"Singing Towers."
- 2:00 —ATHLETIC FIELD
Coronado National Horse Show Matinee.
- 2:00 —FEDERAL HOUSING BUILDING
Little Theatre. Sound Motion Pictures: "Twenty Million
Years"; "Fish From Hell."
- 2:30-and 4:00—REAR OF MARCH OF TRANSPORTA-
TION BLDG. "Life Saving Drill Exhibition," with
Breeches Buoy, by U. S. Coast Guard.
- 2:30 —PALACE OF ENTERTAINMENT
Orange County Band.
- 2:45 and 6:45—CHRISTIAN SCIENCE MONITOR Bldg.
"The Monitor Views the News."
- 3:00 —PALACE OF SCIENCE OF MAN
"Walk Talks"—Conducted by well-informed Guides.

(Continued on Page 3)

THE BEACON BOOK SHOP

GENERAL EXHIBITS BUILDING

♦ All Books of All Publishers ♦

Special Displays -- Columbia one-volume Encyclopedia

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Free Tickets for drawing obtained at Exposition Box Offices
and on all Street Cars and Buses



Alpha the Robot

THE SCIENTIFIC WONDER

● FREE Lecture and View in Robot Theatre

Exhibited here once again by
Permission of Washington.

12:00a.m.-10:00p.m. Hall of Medical Science

(Program Continued)

3:00- 4:00—**FORD MUSIC BOWL**
Sacatone 40-Voice Pima Indian Choir, representing Casa Grande, Arizona.

3:30 —**FEDERAL HOUSING BUILDING**
Little Theatre. Sound Motion Pictures: "Twenty Million Years"; "Fish From Hell."

4:00- 5:00—**ORGAN AMPHITHEATRE**
Concert by Yuma Indian Band.

5:00- —**PALACE OF ELECTRICITY**
"Visions Into the Realm of the Unknown." A startling demonstration of electrical phenomena by Kenneth Strickfaden, the electrical wizard.

5:00- —**FEDERAL HOUSING BUILDING**
Little Theatre. Sound Motion Pictures: "Twenty Million Years"; "Fish From Hell."

5:00 —**PLAZA DEL PACIFICO.**
Retreat Ceremony—by 30th U. S. Infantry.

5:30- 6:30—**ORGAN AMPHITHEATRE**
Sunset Organ Recital by Royal A. Brown.

6:00—**FALSTAFF TAVERN.** Dine with Queen Elizabeth.

6:30 - 7:15—**FORD MUSIC BOWL**
Concert by Old Pueblo Orchestra from Tucson, Arizona.

Continued on next column

Visit -

RAMONA'S MARRIAGE PLACE

The Most Beautiful and Romantic Spot in California

OLD TOWN SAN DIEGO

WHERE CALIFORNIA BEGAN

Open Daily 8:00 a.m. to 6 p.m.

Take Bus "A" from 3rd and Broadway

(Program Continued)

6:30 —**FEDERAL HOUSING BUILDING**

Little Theatre. Sound Motion Pictures: "Twenty Million Years"; "Fish From Hell".

7:00- —**PALACE OF ELECTRICITY**

"Visions Into the Realm of the Unknown." A startling demonstration of electrical phenomena by Kenneth Strickfaden, the electrical wizard.

7:00 —**ORGAN AMPHITHEATRE**

Concert by MEXICAN TIPICA POLICE ORCHESTRA with Singers and Dancers.

7:30- 8:00—**SPANISH VILLAGE**

Concert by Yuma Indian Band.

8:00-10:00—**FORD MUSIC BOWL**

Concert by San Diego Symphony Orchestra under the direction of Nino Marcelli. This series of concerts is sponsored by the Ford Motor Company.

8:00 —**ATHLETIC FIELD**

Coronado National Horse Show.

Special Concert-Interlude by Yuma Indian Band at 8:40 p.m.

8:30- 9:30—**ORGAN AMPHITHEATRE**

Sacatone 40-Voice Pima Indian Choir representing Casa Grande, Arizona.

9:00- —**PALACE OF ELECTRICITY**

"Visions Into the Realm of the Unknown." A startling demonstration of electrical phenomena by Kenneth Strickfaden, the electrical wizard.

JOSE ARIAS and his Exposition Troubadours.

Featuring Carmencita and Zahrah.

2:00- —Palace of International Art.

2:30 —Palace of Foods & Beverages

3:00- 3:30—Federal Housing Building

5:30 —Avenida de Espana

6:00- 6:30—Avenida de Palacios

Outstanding Shows You'll Want To See

Visit - Japanese Tea Garden

► Oriental Dishes--Refreshments
served by girls in Native Costume

Open All Day—**ECKERTS BAVARIA BEER GARDEN**
Featuring Esther Merkel, Bavarian Nightingale and Bavarian Orchestra. On the Midway.

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FEDERAL HOUSING BUILDING

Relax in comfortable chairs and see . . .
"20 Million Years"

A Sound Motion Picture of
one of the nation's greatest
industries.

Also - "Fish From Hell"
Game fishing on the Pacific.

● See time schedule in program
NO ADMISSION CHARGE

Fish That Carries Babies in Mouth—
Natural History Museum.
10,000 Mechanical Fireflies—Alcazar
Gardens.

Driving Hazards Demonstrated—Palace
of Medical Science.

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NEW STYLES AND FINISHES FOR YOUR SNAPS
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Four Million Candlepower Aurora—Or-
gan Amphitheater.

Where real live people apparently dissolve
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tional Parks Tower.

See the first Christian Science Mon-
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eral Housing Building.

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Palace of Electricity Attractions - ALL FREE

SEE the world's largest and smallest electric lights.
Drink from the Electric Eye controlled Fountain.
Rest in the Exposition's most beautiful Lounge Rooms.
Write letters to your friends; stationery furnished free.
Find out how Radios are manufactured.
Visit a genuine Recording studio; see records made.
Don't miss the Thomas A. Edison inventions exhibit.
Ask to see the unusual Mercury Vapor lamps in
action.

Get the latest information about Air Conditioning.
Enjoy the Magic Electric Garden, the finest ever dis-
played.
Watch the startling demonstration of the new
Garbage Disposal Unit.
Inspect the last word in All-electric Kitchens.
Compare the Old and the New in home appliances.
See how electricity is put to work on the farm.
Learn the story of saving eye strain and promoting
safety.

See these interesting exhibits and many others

PALACE OF ELECTRICITY