

OFFICIAL DAILY PROGRAM

California
Pacific



International
Exposition

1936

IN BEAUTIFUL BALBOA PARK, SAN DIEGO, CALIFORNIA

Free Attractions by the Hundreds

World's Largest Outdoor Organ — Plaza del Organo.

World's Largest Lighted Stage — Exposition Grounds.

World's Largest Mural — Palace of Transportation.

Monarch of the Stratosphere—Palace of Transportation.

\$1,000,000 U. S. Treasury Bill—Federal Building.

World's Largest Talking Diorama—Water Palace.

How G-Men Work to Curb Crime—Federal Building.

56 Model Homes on One Acre—Palace of Better Housing.

Erection of World's Largest Bridge—California State Building.

The Christian Science Monitor Building. International Daily Newspaper— at the Palisades.

10,000 Mechanical Fireflies—Alcazar Gardens.

March of Motor Coach Travel—Palace of Transportation.

Four Million Candlepower Aurora—Organ Amphitheater.

Raging Forest Fire in Illusion—California State Building.

Santa Fe Railway in Operation — Palace of Transportation.

Illusion of National Parks — Standard Oil Tower.

Model of World's Largest Telescope—Palace of Education.

California Redwood Exhibit. Interesting items obtained from Redwood Trees. Federal Housing Building.

Miniature City of San Francisco—California State Building.

World's Largest Highway Map—Shell Information Bureau.

Races of Men Through the Ages—Palace of Science.

100-Year-Old Railroad Engine—Palace of Transportation.

\$170,000,000 Water Project Depicted—California State Building.

One of World's Largest X-Rays—Hall of Medical Science.

Child Education of the Future—Palace of Education.

Fish That Carries Babies in Mouth—Palace of Natural History.

So. Pacific's Oldest Locomotive — Palace of Transportation.

Jeweled Replica of Taj Mahal—Palace of International Art.

Singing Towers—Palace of Better Housing.

Transparent Man—Hall of Medical Science.

Recording of Your Own Voice—Palace of Electricity.

Mickey Mouse Sketches by W. Disney—Palace of Fine Arts.

Jewels Worn by King Tut—Palace of Science.

Garden of Mystic Moods—Near Palace of Electricity.

Making of United States Money—Federal Building.

Model City of Los Angeles—California State Building.

Original Horseless Carriages—Palace of Transportation.

Black Widow Spider at Home—Palace of Natural History.

Gallery of World's Greatest Art—Palace of Fine Arts.

Rippling Oriental Water Rug—Avenida de los Palacios.

(Continued on back page)

SEE IT AT NIGHT

Some new rapture, some new sensation greets one at every turn of the vast grounds Mobile illumination paints new scenes in delicate colors every two minutes . . . Tropical perfumes haunt vale and promenade . . . Forests, parks and gardens ring with melody . . . Either with the crowds or secluded in one of the sylvan retreats that dot the grounds, the Exposition is a place of utter loveliness . . . The night lighting is the most gorgeous ever produced in the world
—SEE IT AT NIGHT.

Books Social Stationery
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OFFICIAL DAILY PROGRAM

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George Hoffmann, Jr., Associate Manager

SUNDAY, APRIL 5, 1936

ADMISSION GATES OPEN
Week Days 10:30 A.M. Saturday and Sunday 10 A.M.
EXHIBIT BUILDINGS OPEN
Saturday 11:00 A.M. to 9:00 P.M. Sunday 11:00 A.M. to 8:00 P.M.
12:00 Noon to 8:00 P.M.—Weekdays



International Rodeo Day
Frontier Day
Pacific Arts Association Day
Poultry Exhibition Day
Alaska-Yukon Day
State Physical Education Day

A. M.

- 10:00- 9:00—CCC CAMP—Open for public inspection.
10:00- 8:00—PALACE OF FINE ARTS—Open to public.
10:00- 9:00—PALACE OF EDUCATION— Open to Public.
10:00 - 2:00—HOUSE of HOSPITALITY AUDITORIUM
Alaska Day. Open House.
11:00-9:00—PALACE OF ENTERTAINMENT
Pacific Arts Association Exhibit.
11:00- 6:00—PALACE OF EDUCATION - Puppet Show
11:00- 9:00—STANDARD OIL NAT'L PARKS TOWER
National Parks Show—Continuous.
11:30- 8:30—FEDERAL HOUSING BUILDING
"20 Million Years." Sound Motion Pictures.
At Little Theatre—each hour.

P. M.

- OLD GLOBE THEATRE — Shakespearean Players in
1:00 —"A Comedy of Errors."
2:00 —"As You Like It."
3:30 —"Twelfth Night."
5:00— —"Julius Caesar."
7:30— —"The Merry Wives of Windsor." First
abridged production to be presented in the U.S.A.
Folk Dancing on the Village Green prior to each per-
formance.
1:00- 2:00—HOUSE of HOSPITALITY AUDITORIUM
Alaska Day Program. Featuring last motion pictures
taken of Will Rogers and Wiley Post on their trip to
Alaska. Presented by Miss Harriet Malstrom of
Dawson, Yukon Territory.
1:00- 7:00—PALACE OF INTERNATIONAL ART.
Special Lecture on "The Liberty Bell and Wishing
Rug." By Thomas H. Kulljian. (Each hour.)
1:30- —REAR OF MARCH OF TRANSPOR-
TATION BLDG. "Life Saving Drill Exhibition",
with the Breeches Buoy, by U. S. Coast Guard.
1:30- —RODEO QUEEN PARADE. Led by
Sherman Institute Indian Band. From North Gate, via
Avenida de Espana and Avenida de los Palacios to
Palisades area; returning via Spanish Village and
Fun Zone.
2:00- —ATHLETIC FIELD—RODEO ARENA.
Sherman Institute Indian Band.
2:00- -ATHLETIC FIELD--RODEO ARENA.
Frontier Days and International Rodeo. Featuring World Champ-
ion Rodeo Stars. Hugh Strickland, Arena Director. Abe Lefton,
Arena Announcer. Larry Belger, Rodeo Manager.

Continued on page 3

Cafe Casa del Rey Moro in the House of Hospitality

The Most Beautiful
Restaurant in the Exposition

MODERATE PRICES
QUICK SERVICE
EXCELLENT FOOD

NO COVER
CHARGE

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

COCKTAIL AND BAR SERVICE
Plaza del Pacifico (Main Plaza)
Management, JOHN H. GAGE

The Cafe of the World COFFEE SHOP

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"At the cross roads of the Exposition"
The most CONVENIENT location
with the BEST PRICES!

THIS OFFICIAL DAILY EXPOSITION PROGRAM

Sponsored and Printed by

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Telephone Main 8618
228 San Diego Trust & Savings Building

OUTSTANDING SHOWS YOU'LL WANT TO SEE

11:00 a.m. to 11:00 p.m.—**JOHN HIX** presents **STRANGE AS IT SEEMS**—(continuous). On the Fun Zone. Strange People and Objects from all over the world.

TELEVISION AND TELEVISION TELEPHONE—an authentic scientific presentation thoroughly explained and demonstrated. Everyone permitted to use the television telephones. Television Building—Spanish Village.

9:30 a.m.—9:30 p.m.—**JAPANESE TEA GARDEN**. Oriental Dishes—Refreshments served by girls in Native Costume.

Program continued

- 2:00- 2:30—**MARCH of TRANSPORTION Bldg.**
Concert—by Marimba Band.
- 2:00- 3:00—**ORGAN AMPHITHEATRE**
Organ Recital. By Royal A. Brown, Official Exposition Organist.
- 2:30 —**GENERAL EXHIBITS BUILDING.**
Gem Stone Chapel Program. Larry Reighter, Baritone and Saw Soloist. G. T. Humphrey, Harmonia Soloist.
- 3:00 —**PALACE OF FINE ARTS**
Special Lecture—"Aims of the Late and Contemporary American Painters"; "A Contrast." By Mr. George Worthington.
- 3:00- 3:30—**MARCH of TRANSPORTION Bldg.**
Concert—by Marimba Band.
- 3:00- 4:00—**HOUSE of HOSPITALITY AUDITORIUM**
Illustrated Travelogue—"Alaska Our Last Frontier".
By Garner Curran.
- 3:30- —**REAR OF MARCH OF TRANSPORTATION BLDG.** "Life Saving Drill Exhibition," with the Breeches Buoy by U. S. Coast Guard.
- 4:00- 4:30—**MARCH of TRANSPORTATION BLDG.**
Concert—by Marimba Band.
- 4:30 - 5:30—**ORGAN AMPHITHEATRE**
San Diego Negro Choristers. Mrs. A. C. Bilbrew, Director. Harry Hall, Mgr.
- 5:00- —**'49 CAMP—ON FUN ZONE.**
Alaska - Yukon Dinner
- 5:30- 6:00—**MARCH of TRANSPORTION Bldg.**
Concert - by Marimba Band.
- 7:00- 7:30— **MARCH of TRANSPORTATION BLDG.**
Concert - by Marimba Band.
- 7:30 —**PALACE OF FOODS AND BEVERAGES**
"Country Store." Prize Drawing for Food Baskets.
- 7:30- 8:30—**HOUSE OF HOSPITALITY**
San Diego Negro Choristers. Mrs. A. C. Bilbrew, Director. Harry Hall, Mgr.
- 8:00- 8:30—**MARCH of TRANSPORTION Bldg.**
Concert—by Marimba Band.

EXPOSITION CLOSED MONDAY

DON'T FAIL TO SEE . . .

The Famous "Teheran Wishing Rug"

In the Palace of International Art

Beautiful Cafe of the World

THE BRIGHT SPOT OF THE EXPOSITION

Dinner de Luxe

\$1.50

or a la carte if you choose

No minimum or cover charge

Attention Please! BEGINNING Sunday, Mar. 15, a FREE ADMISSION ticket to the Exposition will be given to each of our de luxe dinner guest—a delicious dinner and return ticket to the world's most beautiful Exposition—all for \$1.50!

2 FLOOR SHOWS NITELY
at 7:30 and 9:30

3 SHOWS SATURDAYS

featuring

NEELY EDWARDS

as master of fun

PAUL TERMINE -- the Lucky Gypsy

with his 14-piece orchestra

COCKTAIL LOUNGE and BAR

OPEN ALL DAY

with Special Entertainment from 4 p.m. until closing time

• **JOHN HIX**

Presents

Strange As It Seems

An amazing assembly of The Strangest and Oddest People and Objects on Earth.

What is MARDONI'S SECRET?

(FUN ZONE, 11 a. m. to 11 p. m.)

For Tuesday

Pacific Arts Association Day
Hemphill School of the Dance

Today

Illustrated Travelogue

"Alaska Our Last Frontier"

BY GARNER CURRAN

Free Attractions

- Continued -

Million-Year Old Whale—Palace of Natural History.
Aero Wind Tunnel Testing—Federal Building.
Hotel of His Royal Nibs—Enchanted Land.
Only complete collection Bible Gem Stones in world—General Exhibits Bldg.
Five Thousand Dollar Sistine Madonna Painting—General Exhibits Bldg.
400,000 Birds, Fish and Mammals—Palace of Natural History.
World's Largest Sugar Crystal—Palace of Foods and Beverages.
Stamp Collectors' Paradise—Federal Building.
Viking Ship of the Norsemen—Near Palace of Transportation.
Ford Outdoor Music Bowl—Palisades Section.
Palace of Lost Yucatan Race—Palace of Science.
World's First Talking Silhouette—Spanish Village.
10,000 Mechanical Fireflies—Alcazar Gardens.
World-Famed Tropical Garden—Botanical Building.
Floor of the Pacific Ocean—Palace of Natural History.
Rainbow Fountain—Plaza de America.
Gallopig Sea Horses—Palace of Natural History.
Driving Hazards Demonstrated—Palace of Medical Science.
Early American Whaling Ship—Palace of Transportation.
\$100,000 Gallery of American Art—Palace of Fine Arts.
Visual Tour of Union Pacific—Palace of Transportation.
March of Motor Coach Travel—Palace of Transportation.
Shoe Home of the "Old Lady"—Enchanted Land
Lights That Travel 125 Miles—Tower of Jewels.
20 Million Years of Progress—Palace of Better Housing.
How Radios Are Manufactured—Palace of Electricity.
The Lindbergh Gilder—Palace of Transportation.
Aeronautics of the Future—Palace of Transportation.
Hatching of Quail by Electricity—Palace of Electricity.
World's Shortest Telegraph Line — Palace of Better Housing.

INFORMATION

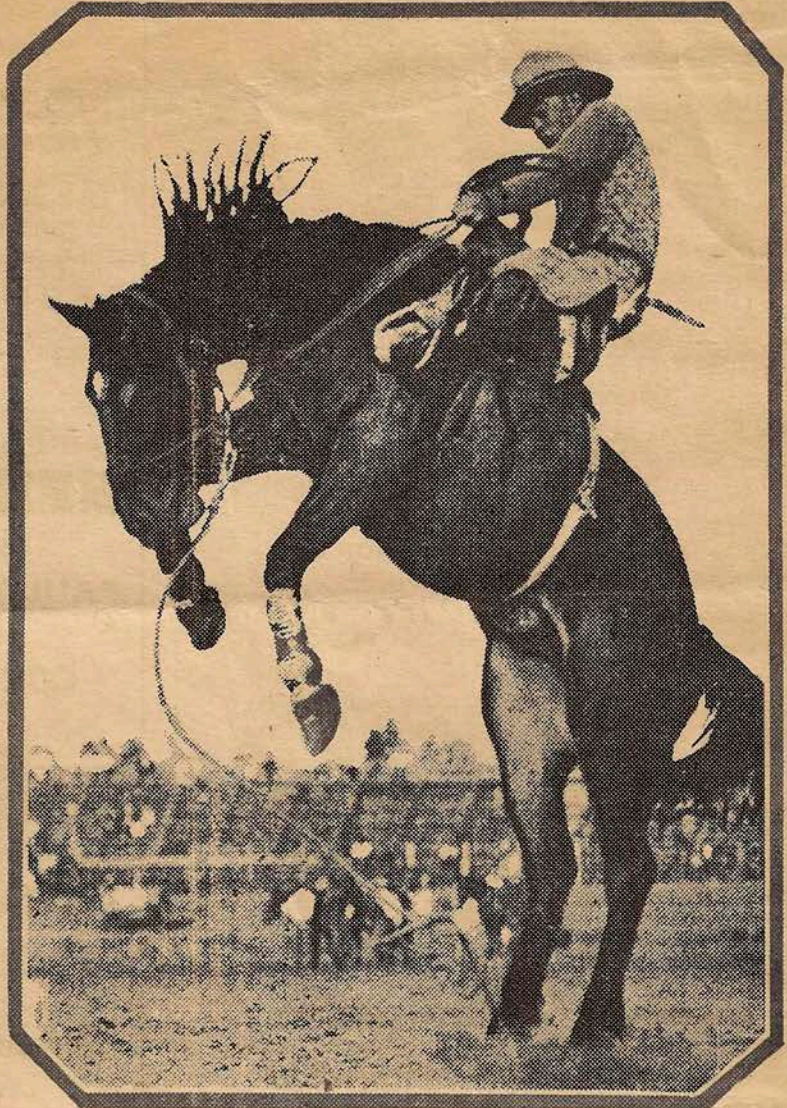
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