

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.

Representatives of 33 Foreign Nations at House of Hospitality.

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.

"The Famous Liberty Bell and Wishing Rug— Palace of International Art.

Where real live people apparently dissolve before your eyes—Standard Oil Tower.

Shortest Telegraph Line—Palace of Better Housing.

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.

American Legion War Relics—General Exhibits Building.

Munch

(Continued on back page)

Books Social Stationery
Expert Fountain Pen Repairing
STATIONERS
CORPORATION
1040 6th Avenue

OFFICIAL DAILY PROGRAM

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George Hoffmann, Jr., Associate Manager

FRIDAY, APRIL 17, 1936

ADMISSION GATES OPEN
Week Days 10:30 A.M. Saturday and Sunday 10 A.M.
EXHIBIT BUILDINGS OPEN
12:00 Noon to 8:00 p. m. Tuesday, Wednesday and Thursday
11:00 a. m. to 9:00 p. m. Friday, Saturday and Sunday



A. M.

- 10:30- 9:00—CCC "CAMP SAN DIEGO." Open for Inspection.
- 10:30- 8:00—PALACE OF FINE ARTS—Open to public.
- 10:30- 9:00—PALACE OF EDUCATION. Open to the Public.
- 10:30- 9:00—PALACE OF SCIENCE OF MAN.
Open to the public.
- 10:30- 8:00— PALACE OF NATURAL HISTORY.
Open to the public.
- 11:00- 9:00—STANDARD OIL NAT'L PARKS TOWER
National Parks Show—Continuous.
- 11:30- 8:00—FEDERAL HOUSING BUILDING
"20 Million Years." Sound Motion Pictures.
At Little Theatre—each hour.

P. M.

- 12:00 - 5:00—HOUSE OF PACIFIC RELATIONS
15 Bungalows, Housing 33 nations, open to the public.
- 1:00- 8:00— PALACE OF INTERNATIONAL ART.
Special Lecture on "The Liberty Bell and Wishing Rug." By Thomas H. Kullujan (Each hour.)
- 1:00- 2:30 —HOUSE OF HOSPITALITY AUDITORIUM
Zeno Klinker, Aviation Authority -Lecturer. Also 5 Reel Motion Picture "Aerial Progress".
- 1:30- —REAR OF MARCH OF TRANSPORTATION BLDG. "Life Saving Drill Exhibition," with Breeches Buoy, by U. S. Coast Guard.
- 2:00- —PALACE OF ENTERTAINMENT
SALLY RAND - 20th Century Dancing Sensation - and Sally Rand Ballet of 12 gorgeous Beauties. Judith Lawton, Singing Star.
- 2:00- 3:00—ORGAN AMPHITHEATRE
Organ Recital. By Royal A. Brown, Official Exposition Organist.
- 3:00 —PALACE OF SCIENCE OF MAN
(California Building). Walk Talks—Conducted by trained guides of the San Diego Museum.
- 3:00- —PALACE OF FINE ARTS
Special Free Lecture—"Old Laces" by Mrs. Carolyn Anders.
- 3:00- —HALL OF MEDICAL SCIENCE!
Moving pictures -- "The Conquest of Diptheria", "Working for Dear Life" and "Too Many Pounds".
- 3:00- 5:00—HOUSE OF HOSPITALITY LOGGIA
Open house by Women's Executive Committee.

(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

OPEN ALL DAY

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

DON'T FAIL TO VISIT

THE FRONT PAGE

That Bona Fide
Newspaper Show

The News Behind the News

Sensational - Educational

FUN ZONE

OUTSTANDING SHOWS YOU'LL WANT TO SEE

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

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

(Program Continued)

3:00- 4:00—**HOUSE OF HOSPITALITY AUDITORIUM**
Illustrated Lecture -- "Caribbean Countries". By Professor Wilbur S. Tupper of the Faculty of Whittier College. Sponsored by the Grace Line.

3:30- —**REAR OF MARCH OF TRANSPORTATION BLDG.** "Life Saving Drill Exhibition," with the Breeches Buoy by U. S. Coast Guard.

4:00 —**PALACE OF ENTERTAINMENT**
SALLY RAND - 20th Century Dancing Sensation - and Sally Rand Ballet of 12 gorgeous Beauties. Judith Lawton, Singing Star.

5:00 —**PLAZA DEL PACIFICO.**
Retreat - By 30th Infantry. Honoring Pres. Frank G. Belcher.

7:00 —**PLAZA DEL PACIFICO**
SALLY RAND - 20th Century Dancing Sensation - and Sally Rand Ballet of 12 gorgeous Beauties. Judith Lawton, Singing Star.

7:30 —**PALACE OF FOODS AND BEVERAGES**
"Country Store." Prize Drawing for Food Baskets.

7:30 8:00—**HOUSE OF HOSPITALITY AUDITORIUM**
Illustrated Travelogue "China's Culture" By Garner Curran.

8:00 —**CAFE OF THE WORLD**
Junior League-Grace Line Cartagena Cruise Dinner Dance.

8:00-10:00—**PALACE OF ENTERTAINMENT**
Collegiate Night Dance. Prize Fox Trot Contest.

9:00- —**PLAZA DEL PACIFICO**
SALLY RAND - 20th Century Dancing Sensation - and Sally Rand Ballet of 12 gorgeous Beauties. Judith Lawton, Singing Star.

OLD GLOBE THEATRE — Shakespearean Players in

2:00 — "The Merry Wives of Windsor."

3:45 — "As You Like It."

5:00 — "The Taming of the Shrew."

7:30- — "The Winter's Tale."

Folk Dancing on the Village Green prior to each performance.

MARCH OF TRANSPORTATION BLDG.

2:30- 3:00—Concert by Marimba Band.

3:45- 4:15—Concert by Marimba Band.

4:45- 5:15—Concert by Marimba Band.

5:45- 6:15—Concert by Marimba Band.

7:30- 8:00—Concert by Marimba Band.

8:30- 9:00—Concert by Marimba Band.

JOSE ARIAS and his Exposition Troubadours.

2:45- 3:00—House of Hospitality.

3:00- 3:15—Federal Housing Building.

3:15- 3:45—Spanish Village.

3:45- 4:00—strolling to House of Hospitality.

4:00- 4:45—House of Hospitality Patio.

7:15- 7:30—House of Hospitality Auditorium.

7:30- 7:45—Strolling to Palisades.

7:45 8:15—Palace of Electricity.

8:15- 8:45—General Exhibits Building.

8:45 - 9:00—Strolling.

Beautiful Cafe of the World

THE BRIGHT SPOT OF THE EXPOSITION

Dinner de Luxe

or a la carte if you choose

No minimum or cover charge

Attention Please!

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!

Special!

Our Eastertide Entertainment

From April 11 to 19

GAY, CLEVER NEW FLOOR SHOWS

featuring

★ **MORAN & JOYCE**
Comedy Acrobats

★ **ADELE WALKER**
Prima Donna

★ **FAWN & JORDAN**
Dance Stars

★ **THE PINA TROUPE**
in the most amazing and
amusing performance
you ever witnessed!

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

For TOMORROW

Kids' Day

Gas Appliance Day - Cake Baking Contest

National City Day

Fire Prevention Day

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.
- Galloping 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 Glider—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

BEACON BOOK SHOP
General Exhibits Building

JOHN SIRIGO
Official Photographer
Telephone Main 2603

LOW'S TIE SHOP
Men's Accessories
1168 Fifth Avenue

FREE OFFICIAL DAILY PROGRAMS

AT ALL

Ticket Stub
Boxes

Casa del Rey Moro
entrance

all Refreshment and
Souvenir Stands

Large Shell
Information Booth

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Studio

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to Booklets

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Member of

CHAMBER of COMMERCE

When at the Exposition

Eat

SEA FOODS

At The

SEA FOOD PALACE
SPANISH VILLAGE

Fish and Chips Our Specialty 20c

New All-Star Show For Cafe of the World; Termine Scores Again

A galaxy of singing, dancing and acrobatic stars have been obtained for the Cafe of the World during Easter week, the new program commencing tonight and continuing until next Sunday.

Featured on the Cafe of the World's gay and sprightly fun menu during this period will be Moran & Joyce, comedy acrobats; Miss Adele Walker, songstress of the radio, stage and moving picture hits; Fawn & Jordan, dancers, and the sensational Pima troupe in the liveliest and most astonishing performance seen at the Exposition this year. The popular Neely Edwards will be master of fun.

Paul Termine, the Lucky Gypsy, and his 14-piece orchestra, who have been winning new laurels on their Pacific Coast broadcasts from the Exposition, will be heard in Termine's special orchestration of hit-tunes of the day.

OUTSTANDING HOTELS IN SAN DIEGO AND CORONADO

Hotel Sandford, Fifth Ave. and Ash St.

Barcelona Apt. Hotel, 326 Juniper St.
El Cortez, Cor. Seventh Ave. and Ash St.
Embassy Hotel, 3645 Park Blvd.
U. S. Grant Hotel, 326 Broadway.
Hotel Churchill, 827 C St.
Hotel del Coronado, Coronado.
Hotel Pickwick, 132 West Broadway.
Maryland Hotel, 630 F St.
New Plaza, 1037 Fourth Ave.
Park Manor, 525 Spruce St.

BANKS IN SAN DIEGO

San Diego Trust and Savings Bank,
Sixth Ave. and Broadway.

Security Trust & Savings Bank,
Fifth Ave. and E St.

First National Trust & Savings Bank,
Fifth Ave. and Broadway.

Bank of America, Seventh Ave. and Broadway,
...and office on Exposition Grounds.

U. S. National Bank, 202 Broadway.

Don't Miss

SINGER'S

MIDGET CIRCUS

ON THE MIDWAY

Featuring the World Famous

SINGER'S MIDGETS

Thrills—Laughs—Entertainment