

# 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 **TEAS** from  
 Best Food on the Coast **BACK OF THE CALIFORNIA TOWER** Noon 'til 5 p. m.

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

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

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

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

## Now Available!

Denver Mint

1936 Commemorative \$1.50  
 Coins at . . \$1 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

Visit Rube Allen's  
**Barnyard Cafe** • North End Food & Beverage Bldg.

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

Prices 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

### By Chair or Ricksha:

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.

Books Social Stationery  
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 CORPORATION  
 1040 6th Avenue



**Pitts**  
 THE TRUNK MAN  
 1249-5th AVE.  
 NEAR A. STREET

# Tuesday, July 14, 1936 - 57 Days More

Published Daily by GEORGE HOFFMANN TYPOGRAPHIC STUDIO 228-232 San Diego Trust and Savings Building, San Diego  
George Hoffmann, Jr., Associate Manager

**All Exhibit Buildings Open**  
10:00 a. m. to 10:00 p. m.

**OREGON DAY**                      **OREGON CAVEMEN DAY**  
**SAN DIEGO SYMPHONY ORCHESTRA**  
**OLD FASHIONED DANCE NIGHT**  
**"VARIETY REVUE"**

**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  
Illuvision 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 Exhibit.

**P. M.**

- 12:00- 9:00—PALACE OF INTERNATIONAL ART.  
Special Lecture on "The Liberty Bell Wishing Rug." By Thomas H. Kullujian (Each Hour.)
- 12:00- 7:00—GENERAL EXHIBITS BUILDING  
Gemstone Chapel. Lecture each hour on "Gemstones of the Bible" and "Milan Cathedral." By Dr. Rolland Butler.
- 12:30- 7:30—FEDERAL HOUSING BUILDING  
"20 Million Years." Sound Motion Pictures at Little Theatre—each hour.
- 1:00- 6:00—PALACE OF EDUCATION.  
Walk Talks—by well-informed Guides (Each Hour).
- 2:00 — PALACE OF ELECTRICITY  
"Visions Into the Realm of the Unknown." A startling demonstration of electrical phenomena by Kenneth Strickfaden, the electrical wizard.
- 2:00 and 4:00—REAR OF MARCH OF TRANSPORTATION BLDG. "Life Saving Drill Exhibition," with Breeches Buoy, by U. S. Coast Guard.
- 2:00- 2:30—FEDERAL HOUSING BUILDING  
"Singing Towers."
- 2:30- 3:00—ORGAN AMPHITHEATRE  
"Oregon Cavemen" Day Program. Featuring Initiation of Frank G. Belcher, President of the Exposition.
- 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 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)

- 3:30- 4:30—ORGAN AMPHITHEATRE  
Retreat Concert by Naval Training Station Band.
- 4:45- 5:30—RADIO BROADCAST STUDIO  
Exposition Broadcast over Columbia-Don Lee Broadcasting System. Featuring "The Tea Timers"; Sid Fuller, the Interpreter; Jose Arias and his Exposition Troubadours. Vocal Selections by Harold Hodge and Barbra Beck.
- 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 — PLAZA DEL PACIFICO.  
Retreat Ceremony—by Naval Training Station
- 6:00—FALSTAFF TAVERN. Dine with Queen Elizabeth.
- 6:00-11:00—MEXICAN MARIMBA BAND CONCERT  
Granada Cafe Patio in Spanish Village.

(Continued on Page 3)

## THE BEACON BOOK SHOP

GENERAL EXHIBITS BUILDING

♦ All Books of All Publishers ♦

Special Displays -- Columbia one-volume Encyclopedia  
McGraw-Hill Technical Books -- Pitman Art Books  
Permanent Address: 46 East 46th St., Hotel Roosevelt, N. Y.

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Life Size Sculpture of Da Vinci's

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GENERAL EXHIBITS BLDG. (Next to Ford Bowl)

**INSTANT FOOT RELIEF 10c**

On Midway and General Exhibits Bldg.

**A. C. MALETTE, INC.** • 4th and Beech Street  
**SAN DIEGO'S NEWEST FORD DEALER**

Giving **FREE** A **NEW FORD SEDAN** Wed. **22**  
Away **FREE** New **FORD SEDAN** July **22**

At 10:30 p. m. on the Midway • Free Tickets for drawing obtained at Exposition Box Offices and on all Street Cars and Buses

Visit -

## RAMONA'S MARRIAGE PLACE

The Most Beautiful and Romantic Spot in California

OLD TOWN SAN DIEGO

WHERE CALIFORNIA BEGAN

Open Daily 9:30 a.m. to 6 p.m.

Take Bus "A" from 3rd and Broadway

(Program Continued)

### 6:30- 7:00—CAFE OF THE WORLD

Variety Revue—With 4 outstanding acts

Marvin and Lola Jansen, in Dances of the Hour. Esther Pressman the Personality Girl. Claude DeCarr and his dog "Spotty". Roving Rollers—Speed, skill and dexterity on wheels.

### 7:00 —PALACE OF ELECTRICITY

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

### 7:30 —PALACE OF FINE ARTS

Lecture by Helena Whitford Bennet. Subject: "Oriental Art".

### 7:30- 8:00—PLAZA DEL PACIFICO

Variety Revue—With 4 outstanding acts and Jay Warde Hutton and his Orchestra.

Marvin and Lola Jensen, in Dances of the Hour. Esther Pressman the Personality Girl. Claude DeCarr and his dog "Spotty". Roving Rollers—Speed, skill and dexterity on Wheels.

### 8:00-10:00—PALACE OF ENTERTAINMENT

Old Fashioned Dance - Free.

Music by Jay Warde Hutton, Director of Exposition Orchestra.

### 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.

### 9:00 —PLAZA DEL PACIFICO

Variety Revue—With 4 outstanding acts and Jay Warde Hutton and his Orchestra.

### 9:00— —PALACE OF ELECTRICITY

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

Continued next Column

## Outstanding Shows You'll Want To See

9:30 a.m.—10:00 p.m.—JAPANESE TEA GARDEN.  
Oriental Dishes—Refreshments served by girls in Native Costume.

12:00-9:30—FISHER'S BLEND SCONES. Full of Butter and Jam. In Palace of Food and Beverages.

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

Have Your Souvenir Portrait Sketch in Black and White by  
FREDERICO JAYO—Cocktail Lounge, Cafe of the World

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

A Plant That Eats Raw Meat—San Diego  
County Exhibit, Calif. State Building.

March of Motor Coach Travel—March  
of Transportation.

Visual Tour of Union Pacific—March of  
Transportation.

Early American Whaling Ship—March of  
Transportation.

Aero Wind Tunnel Testing — Federal  
Building.

Stamp Collectors' Paradise—Federal Bldg.  
Only complete collection Bible Gem Stones  
in world—General Exhibits Building.

March of Motor Coach Travel—March  
of Transportation.

World's Largest Talking Diorama —  
Water Palace.

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

Million-Year Old Whale—Natural His-  
tory Museum.

400,000 Birds, Fish and Mammals —  
Natural History Museum.

Black Widow Spider at Home—Natural  
History Museum.

World's Largest Highway Map—Shell In-  
formation Bureau.

Rippling Oriental Water Rug—Avenida  
de los Palacios.

Miniature City of San Francisco—Calif-  
ornia State Building.  
Rainbow Fountain—Plaza de America.

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

World's Largest Sugar Crystal—Palace of  
Foods and Beverages.

The Lindbergh Glider—March of Trans-  
portation.

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

Original Horseless Carriages—March of  
Transportation.

World-Famed Tropical Garden—Botan-  
ical Building.

How G-Men Work to Curb Crime—Fed-  
eral Building.

World's Largest Treatment X-ray—Hall  
of Medical Science.  
Races of Men Through the Ages—Science  
of Man.

# Alpha the Robot the Scientific Wonder

Exhibited here once again by  
Permission of Washington.

In HALL of MEDICAL SCIENCE

## 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 re-  
treats 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.

CALIFORNIA'S  
EXPOSITION

\* 1936 \*



Program Continued

### 9:30 —CAFE OF THE WORLD

Variety Revue—With 4 outstanding acts

Marvin and Lola Jansen, in Dances of the Hour. Esther Pressman  
the Personality Girl. Claude DeCarr and his dog "Spotty".  
Roving Rollers—Speed, skill and dexterity on wheels.

### JOSE ARIAS and his Exposition Troubadours.

Featuring Carmencita and Zahrah.

### 3:30- 4:00—March of Transportation Bldg.

### 4:45- 5:30—Exposition Radio Studio

### 6:30- — Federal Housing Building.

### 7:00- 7:30—Palace of Foods & Beverages

### AT OLD GLOBE THEATRE

2:00—"The Tempest" 3:30 & 8:30—"King Henry the Eighth"

5:00—"Two Gentlemen of Verona" 7:00 "Falstaff"

## THIS OFFICIAL DAILY EXPOSITION PROGRAM

Sponsored and Printed by

## George Hoffmann Typographic Studio

228 San Diego Trust & Savings Building

Telephone Main 8618

# Visit PALACE OF INTERNATIONAL ART

(Merchandising Mart)

EXHIBITS OF TWENTY NATIONS  
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Under Management of J. E. Gazvini, an Importer in San Diego for 24 Years.

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- Exhibition of Original Jewels
- France. Tapestries. Rugs.
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- Egypt. Appliques. Jewelry.
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- Vimay, Inc. Parfums.
- Mexico. Casa de Regalos.
- Omar Khayam Tent.
- Persia. Rare Rugs. Antiques.
- Russia. Peasant Art.
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- Famous Liberty Bell Wishing Rug.
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Visit the **LITTLE THEATRE**  
FEDERAL HOUSING BUILDING

Relax in comfortable chairs and see  
"20 Million Years"

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

**NO ADMISSION CHARGE.**

Santa Fe Railway in Operation—March  
of Transportation.

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

Driving Hazards Demonstrated—Palace  
of Medical Science.

Floor of the Pacific Ocean—Natural His-  
tory Museum.

**5c WIN A HAM 5c**

At the  
**Ham and Bacon Stand**  
On the Midway  
Cudahy's Products Exclusively

## Redwood

### Apartment Hotel

SIX BLOCKS NORTH OF WEST GATE

2 guests \$2.50

3 guests \$3.25

4 guests \$4.00

- Children Welcome -

Private Bath FREE Auto Park

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Surprise Entertainment by  
Hollywood Stars. Featuring

*Ben and Rita*

Where the BEST Meals Are Served  
European and American Cuisine

Beautiful Patio

Good Home-Cooked Meals  
at REASONABLE PRICES

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The Handwriting Expert to  
Analyze Your Handwriting

HAVE A SKETCH  
OF YOURSELF  
By **GENE**

Child Education of the Future—Palace of  
Education.

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NEW STYLES AND FINISHES FOR YOUR SNAPSHOTS  
FINE GRAIN DEVELOPING EXCLUSIVELY

## ALLIED FOOD STORES

Exhibit

famous "DINERO" game

Entertaining • Educational  
In the Foods and Beverages Bldg.

Four Million Candlepower Aurora—Or-  
gan Amphitheater.

Where real live people apparently dissolve  
before your eyes—Standard Oil Na-  
tional Parks Tower.

See the first Christian Science Mon-  
itor printed in 1908. Christian Science  
Building on the Palisades.

Singing Towers—Federal Housing Bldg.  
World's Shortest Telegraph Line—Fed-  
eral Housing Building.

Monarch of the Stratosphere—March of  
Transportation.

Recording of Your Own Voice—Palace of  
Electricity.

Jeweled Replica of Taj Mahal—Palace of  
International Art.

World's First Talking Silhouette—Spanish  
Village.

20 Million Years of Progress—Federal  
Housing Building.

Making of United States Money—Fed-  
eral Building.

Hatching of Quail by Electricity—Palace  
of Electricity.

How Radios Are Manufactured—Palace  
of Electricity.

## LOW'S TIE SHOP

1168 Fifth Avenue

Men's Accessories

## 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**