

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.
Gallop 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.

Outstanding Exhibits

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.

BUTTERFLY SHOP IN SPANISH VILLAGE

● The most beautiful and unique exhibit at the Exposition.

PICTURES, JEWELRY, Etc.

Made of Genuine Tropical Butterflies
See Our famous "Blue Boy"

Pacific Pottery Exhibit. Potter's Wheel in Action. Federal Housing Building. X-ray Robot—Hall of Medical Science.

The House of Marvelaire—Air Conditioning of Homes. F. H. A. Building. Where real live people apparently dissolve before your eyes—Standard Oil National Parks Tower.

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.

Five Thousand Dollar Sistine Madonna Painting—General Exhibits Building.

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

Last Chance!

BUY NOW!
GOING FAST

Denver Mint

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

A LIMITED NUMBER

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

San Diegans get one of these coins with the name of your city on before limited issue is sold out.

►► 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

Singing Towers—Federal Housing Bldg.
Recording of Your Own Voice—Palace of Electricity.

Monarch of the Stratosphere—March of Transportation.

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

Aeronautics of the Future—March of Transportation.

NOTICE TO

Sport Fishermen

The Marlin are here! Also the Yellowtail are running good at the Coronado Islands

CHARTER THE "LAURA J"

● Telephone Skipper "Pete" Peterson
Main 9663 for reservations

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

Meals from 35c up

Eat the Best Vittles at the
Quaintest Place in the Fair

Featuring Libby's Pure Fruit Juices

Floor of the Pacific Ocean—Natural History Museum.

Free Picture Show at the House of Marvelaire—Federal Housing Bldg.

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.



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

Thursday, Aug. 20, 1936 - 20 Days More

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

MOTION PICTURE NIGHT ICE SKATING CARNIVAL SAN FRANCISCO SYMPHONY ORCHESTRA

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
Illusion Show—Continuous.
- 10:00-10:00—F. H. A. MODEL TOWN.
"Modernization Magic." Rear of Federal Housing Bldg.
- 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- 5:30—FEDERAL HOUSING BUILDING
making of Pottery on Potter's Wheel—Pacific Pottery Exhibit.
- 11:00- 9:00—SPANISH VILLAGE
Buckingham Linen Shop. Belgian Lace-maker at work.

P. M.

- 12:00- 7:00—GEMSTONE CHAPEL — General Exhibits Building. Lecture each hour on "Gemstones of the Bible" and "Milan Cathedral." By Dr. Rolland Butler.
- 12:00- 8:00—REAR OF MARCH OF TRANSPORTATION BLDG.— "Roads of the Pacific." Free Rides in New Ford Automobiles.
- 12:30 —FEDERAL HOUSING BUILDING
Little Theatre. Sound Motion Pictures: "Twenty Million Years"; "Fish From Hell."
- 1:00- 5:00—PALACE OF EDUCATION.
Walk Talks—by well-informed Guides (Each Hour).
- 1:00- 8:00—PALACE OF INTERNATIONAL ART.
Special Lecture on "The Liberty Bell Wishing Rug." By Thomas H. Kullujan (Each Hour.)
- 2:00- 2:30—FEDERAL HOUSING BUILDING
"Singing Towers."

Continued on Next Column

"General Electric House of Magic"

Featuring

DR. H. T. PLUMB who will produce his bag of tricks in the PALACE OF ELECTRICITY
FOUR SHOWS DAILY AT 3:00-4:00-6:00-8:00 P. M.
Free Beginning August 17th to 24th **Free**

Old Globe Theatre



In the English Village

Presenting in Brief the Plays of
William Shakespeare

PROGRAM for TODAY

- 2:00 -- Two Gentlemen of Verona
3:30-- The Tempest
5:15 -- King Henry VIII
7:45 -- The Comedy of Errors
8:30 -- Romeo and Juliet

FREE Folk Dancing on the VILLAGE GREEN before every performance.

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

(Program Continued)

- 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 —FEDERAL HOUSING BUILDING
Little Theatre. Sound Motion Pictures: "Twenty Million Years"; "Fish From Hell."
- 2:45 and 6:45—CHRISTIAN SCIENCE MONITOR Bldg.
"The Monitor Views the News."
- 3:00— PALACE OF ELECTRICITY
General Electric "House of Magic." Demonstrating latest achievements by the General Electric Laboratories.
- 3:00— PALACE OF SCIENCE OF MAN
"Walk Talks"—Conducted by well-informed Guides.
- 3:30- 4:30—FORD MUSIC BOWL
Retreat Concert by 30th U. S. Infantry Band. Under the direction of Warrant Officer Arthur A. Jason.
- 3:45- 4:00—RADIO BROADCAST STUDIO
San Diego Junior Chamber of Commerce Broadcast. Over Station KGB. Subject: "Know San Diego."
- 3:30 —FEDERAL HOUSING BUILDING
Little Theatre. Sound Motion Pictures: "Twenty Million Years"; "Fish From Hell."
- 4:00 — PALACE OF ELECTRICITY
General Electric "House of Magic." Demonstrating latest achievements by the General Electric Laboratories.

(Continued on Page 3)

THE BEACON BOOK SHOP

GENERAL EXHIBITS BUILDING

Special Reductions on
Entire Stock

Permanent Address: 46 East 46th St., Hotel Roosevelt, N. Y.

The \$150,000 Reproduction in Full Color
Life Size Sculpture of Da Vinci's

"LAST SUPPER"

- Not a Painting -

GENERAL EXHIBITS BLDG. (Next to Ford Bowl)

INSTANT FOOT RELIEF 10c

On Midway and General Exhibits Bldg.

TOURING
GUIDANCE
AVAILABLE
AT SHELL
STATIONS

Aztec Marimba Band Under Direction of
J. B. HURTADO
 Most Unusual Entertainment **(FREE CONCERTS)**
 IN THE EXPOSITION
GRANADA Cafe In SPANISH VILLAGE
 Six p. m. Until Closing.
 DINNERS 45c up COCKTAILS 25c

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)

- 5:00- —**FEDERAL HOUSING BUILDING**
 Little Theatre. Sound Motion Pictures: "Twenty Million Years"; "Fish From Hell."
- 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 30th U. S. Infantry.
- 6:00—**FALSTAFF TAVERN.** Dine with Queen Elizabeth.
- 6:00 —**PALACE OF ELECTRICITY**
 General Electric "House of Magic." Demonstrating latest achievements by General Electric Laboratories.
- 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.
- 7:15 —**ORGAN AMPHITHEATRE**
 Ice Skating Carnival. Featuring World Champion Skaters and the Ice Skating Ballet, Cast of 75.
- 8:00-10:00—**FORD MUSIC BOWL**
 Concert by San Francisco Symphony Orchestra under direction of Alfred Hertz. This series of concerts is sponsored by the Ford Motor Company.
- 8:00 —**PALACE OF ELECTRICITY**
 General Electric "House of Magic." Demonstrating latest achievements by the General Electric Laboratories.
- 8:00- 9:00—**HOUSE OF HOSPITALITY AUDITORIUM**
 Free Motion Picture: "Grass — The Thrilling Trek in Search of Grass by the Herds of Persia."
- 9:00- —**PALACE OF ELECTRICITY**
 "Visions Into the Realm of the Unknown." A startling demonstration of electrical phenomena by Kenneth Strickfaden, the electrical wizard.
- 9:00 —**ORGAN AMPHITHEATRE**
 Ice Skating Carnival. Featuring World Champion Skaters and the Ice Skating Ballet. Cast of 75.
- 10:30 —**NORTH END OF MIDWAY.**
 Exposition Appreciation Pledge Drawings.
- JOSE ARIAS and his Exposition Troubadours.**
 Featuring Marianita, Dancer; and Carlota Cortez, Singer.
- 2:00 —Palace of International Art
- 2:30 —Avenida de los Palacios
- 3:00- 3:30—Spanish Village
- 6:00- 7:15—Avenida de los Palacios.

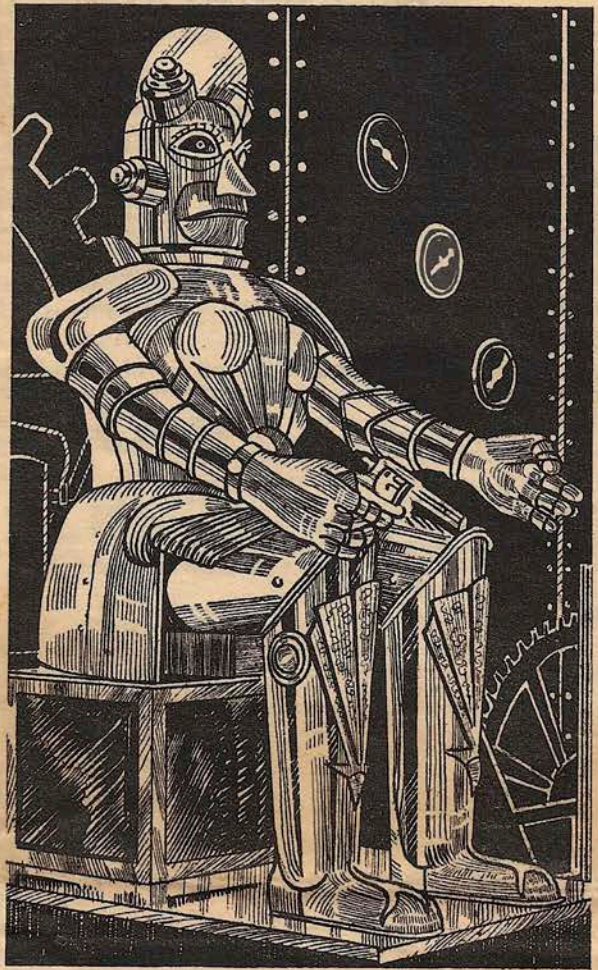
Visit - **Japanese Tea Garden**

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

SPECIAL NOTICE!

You lucky people who have secured your tickets for the "Farewell Fiesta" September 1st, won't be sorry, but there will be many disappointed souls who will have to be told, "We are all sold out." A very few tickets left. Get yours from Al Hodgeman before it is too late.

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



Alpha the Robot

THE SCIENTIFIC WONDER

● **FREE Lecture and View**
 in Robot Theatre

Exhibited here once again by
 Permission of Washington.

11:00 a. m. Until 10:00 p. m. - Continuous
 Hall of Medical Science

YOUR PICTURE MAY HAVE BEEN TAKEN

Your picture may be snapped today and if so you will be handed a card. The official Photographer will print, develop and mail this picture to you if you will leave the card at the booth under archway at the Cafe of the World. These pictures are taken on fine grain motion picture film, printed on double weight paper and make a lifetime souvenir, and they are natural because they are unposed.

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

Hurry! ONLY 20 MORE DAYS
 TO See . . .

TELEVISION

● IN SPANISH VILLAGE

Visit PALACE OF INTERNATIONAL ART

(Merchandising Mart)

EXHIBITS OF TWENTY NATIONS
"An Exposition In Itself"

Special Lounge
for Visitors

Courtesy
Reliability

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

- Belgium. Rugs. Laces.
- Taj Mahal. Famous Jewels.
- Exhibition of Original Jewels
- France. Tapestries. Rugs.
- The Chinese Temple of Art.
- Sabani Bros. Laces. Linens.
- Italy. Cameos. Corals.
- Dresden Display.
- The Pocketbook Shop.
- Egypt. Appliques. Jewelry.
- Swiss Handkerchief Center.
- Maison de Nouveaute.
- Vimay, Inc. Parfums.
- Mexico. Casa de Regalos.
- Omar Khayam Tent.
- Persia. Rare Rugs. Antiques.
- Russia. Peasant Art.
- Amber Mines, Inc.
- La Modern. Custom Jewelry.
- Famous Liberty Bell Wishing Rug.
- British India. Prints. Brassware.
- Jewels Collected and Worn by Sarah Bernhardt.
- Indian Trading Post. Navajo Rugs. Jewelry.

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.

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.

5c WIN A HAM 5c

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

Jeweled Replica of Taj Mahal—Palace of
International Art.

The House of Marvelaire—Cooled Air
for Homes. F. H. A. Building.

World's First Talking Silhouette—Spanish
Village.

Try a New Experience!

Don't miss having
your Portrait done

by . . .

Emily Scherzel

at the Art Guild Exhibit
Federal Housing Building

CHARCOAL \$2. PASTEL (color) \$5. OIL \$50
The opportunity of a life-time

Palisades Cafe

Moderate Prices

Where the BEST Meals Are Served
European and American Cuisine

Good Home-Cooked Meals
at REASONABLE PRICES

Beautiful Patio

Ask BERNARVEY

The Handwriting Expert to
Analyze Your Handwriting

HAVE A SKETCH OF YOURSELF
By GENE

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SNAPSHOTS
IN SAFE-FILE ALBUMS

THEY COST NO MORE
THAN ORDINARY PRINTS

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SAN DIEGO

ALLIED FOOD STORES

Exhibit

famous "DINERO" game

Entertaining • Educational
In the Foods and Beverages Bldg.

Four Million Candlepower Aurora—Or—
See the first Christian Science Mon-
itor printed in 1908. Christian Science
Building on the Palisades.

Arrowhead - Puritas

Distributors, Inc.

ARROWHEAD SPRING WATER
Franklin 4020

PURITAS DISTILLED WATER
Franklin 3752

903 West G Street

20 Million Years of Progress—Federal
Housing Building.
Making of United States Money—Fed-
eral Building.

NOTICE OF REMOVAL

The Low's Tie Shop is now
associated with the
WALK-OVER BOOT SHOP
1126 Fifth Avenue

. . . Where we will offer our patrons a
high quality line of Men's Accessories at
Reasonable Prices.

Low's Men's Wear
1126 Fifth Avenue

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