

# 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.

*See* The Eighth Wonder of the World . . .

**Boulder Dam Exhibit**

**FREE 6 MINUTE TOUR**

Located between Main Entrance & Midway

### Outstanding Exhibits

See the Eighth Wonder of the World—Boulder Dam. Free Tour.  
 Incian 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"**

Select Christmas Gifts  
**NOW! . . . Pay Later** ●  
 ● Ask us about it

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.  
 Five Thousand Dollar Sistine Madonna Painting—General Exhibits Building.

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

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

## Last Chance!

**BUY NOW!**  
**GOING FAST**  
*Denver Mint*

1936 Commemorative \$1.50  
 Coins at . . . 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

## Desert Date Shop

2 lbs. 35c

WE SHIP

Fresh Dates ▲ Date Bars  
 Dates in Old Brandy

In Palace of Foods and Beverages

### 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

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

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.



# Wednesday, Sept. 9, 1936 - Closing Day

Published Daily by GEORGE HOFFMANN TYPOGRAPHIC STUDIO  
George Hoffmann, Jr., Associate Manager

278-232 San Diego Trust and Savings Building, San Diego

## CALIFORNIA'S ADMISSION DAY CLOSING DAY AND NIGHT CEREMONIES KIDS NICKEL ADMISSION DAY

Admission Gates Open - 9:00 a. m. to 12:00 Midnight  
(Grounds Open All Night)

- 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." Rear of Federal Housing Bldg.
- 10:00-10:00—WESTERN UNION EXHIBIT  
In Federal Housing Bldg. Latest baseball and other sport returns over ticker service - Free.
- 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.
- 10:00-9:00—PALACE OF FINE ARTS  
Informal Talks by Hostesses in Costume - All Galleries.
- 10:00-10:00—PRESS BUILDING  
Goodwill Industries Doll Show.
- 10:45 —WEST GATE. Arrival of great Admission Day-Closing Day Parade. Featured by 48 colorful Floats, representing the States of the Union. Sponsored by the Native sons of the Golden West; assisted by the Federation of State Societies Native Daughters of the Golden West, U. S. Army, Navy & Marine Corps. Parade marches east across Cabrillo Bridge. Reviewing Stand in PLAZA DEL PACIFICO. (The Parade will symbolize the "Sisterhood of the States.")
- 11:00-8:00—REAR OF MARCH OF TRANSPORTATION BLDG.— "Roads of the Pacific." Free Rides in New Ford Automobiles.
- P. M.
- 12:00-6:00— PLAZA DEL PACIFICO - and various other places on the grounds: Exhibit of Parade Floats.
- 12:00-7:00—GEMSTONE CHAPEL — General Exhibits Building. Lecture each hour on "Gemstones of the Bible" and "Milan Cathedral." By Dr. Rolland Butler.
- 12:30-1:00— ORGAN AMPHITHEATRE  
Odd Fellows Degree Team in Exhibition Drills.
- 12:30— —CASA DEL REY MORO TERRACE  
Luncheon for Distinguished Guests.
- 12:30 —FEDERAL HOUSING BUILDING  
Little Theatre. Sound Motion Pictures: "Twenty Million Years"; "Fish From Hell."
- 1:00-9:00—SPANISH VILLAGE  
Buckingham Linen Shop. Belgian Lace-maker at work.
- 1:00-8:00—PALACE OF INTERNATIONAL ART.  
Special Lecture on "The Liberty Bell Wishing Rug." By Thomas H. Kullujian (Each Hour.)  
Continued on Next Column

See . . . **TELEVISION**  
● IN SPANISH VILLAGE

## International Drug Store

CORNER PLAZA DEL PACIFICO  
Palace of International Art

Breakfast Luncheon Dinner

Plate Lunch 35c

## 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

- 1:00-7:00—PALACE OF EDUCATION.  
Walk Talks—by well-informed Guides (Each Hour).
- 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."
- 2:00 — PALACE OF ELECTRICITY  
"Visions Into the Realm of the Unknown." A startling demonstration of electrical phenomena by Kenneth Strickfaden, the electrical wizard.
- 2:00 —FEDERAL HOUSING BUILDING  
Little Theatre. Sound Motion Pictures: "Twenty Million Years"; "Fish From Hell."
- 2:30 — ORGAN AMPHITHEATRE  
Farewell Day Program, with California "Four Flag" Ceremonies. Physical Drill with Rifles by 30th U. S. Infantry Provisional Company. Music by 30th U. S. Infantry Company Band, U. S. Marine Corps Band, and Naval Training Station Band.
- 2:45 and 6:45—CHRISTIAN SCIENCE MONITOR Bldg.  
"The Monitor Views the News."
- 3:30-4:45—FORD MUSIC BOWL  
Concert by Long Beach Women's Symphony Orchestra. Under the direction of Eva Anderson.
- 3:30 —FEDERAL HOUSING BUILDING  
Little Theatre. Sound Motion Pictures: "Twenty Million Years"; "Fish From Hell."
- 4:00-5:00—ORGAN AMPHITHEATRE  
Concert by Bonham Brothers Boys Band.

(Continued on Page 3)

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.

Have Your Handwriting Graphoanalyzed  
by *Madam De Shield*

I am the famous little lady who tells you all about yourself.  
Character and personality are revealed in your handwriting  
See me across from the Organ Amphitheatre

Be Sure to Visit the . . .  
Old English Lavender Stand  
at the Old Globe Theatre

**FREE! CRYSTAL-MIST FREE!**  
Invites you to have your eye-glasses  
treated FREE

● A Positive Protection Against:- Fog, Mist, Steam, Sleet,  
Dust, Rains, Frost, etc.  
In GENERAL EXHIBITS BLDG.  
CRYSTAL-MIST LABORATORIES Kenosha, Wisconsin

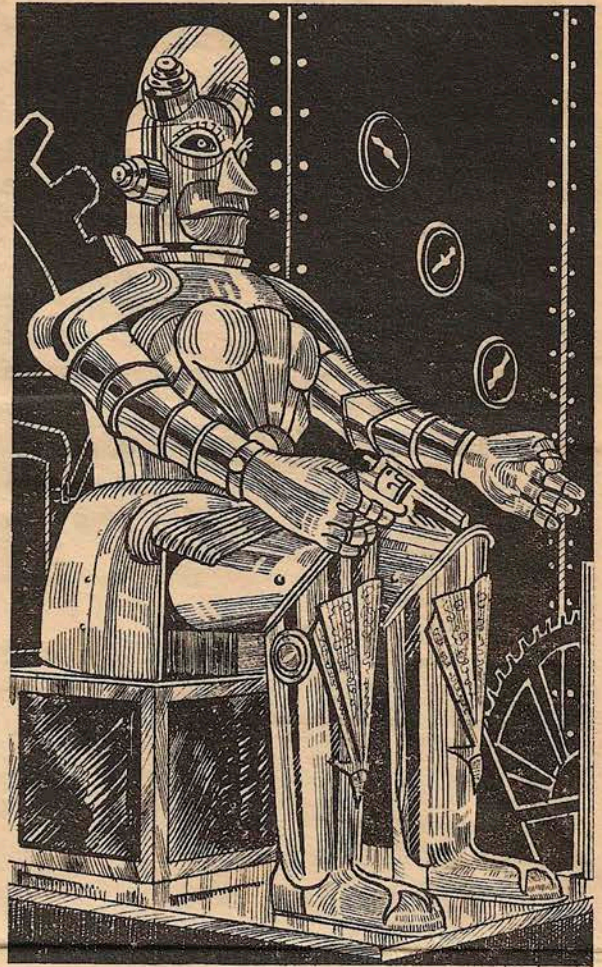
**Aztec Marimba Band** Under Direction of  
**J. B. HURTADO**  
 Most Unusual Entertainment  
 IN THE EXPOSITION **(FREE CONCERTS)**  
**GRANADA Cafe** In SPANISH VILLAGE  
 Six p. m. Until Closing.  
 DINNERS 45c up COCKTAILS 25c

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- —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."
- 6:00- FALSTAFF TAVERN. Dine with Queen Elizabeth.
- 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.
- 8:00- 8:30- FAREWELL SEARCHLIGHT SALUTE to the Exposition by Naval Vessels in Bay. Beams will flash across sky over Exposition grounds.
- 9:00- —PALACE OF ELECTRICITY  
 "Visions Into the Realm of the Unknown." A startling demonstration of electrical phenomena by Kenneth Strickfaden, the electrical wizard.
- 10:00 —FEDERAL HOUSING BUILDING  
 Drawing for Klicka Model Home Award.
- 10:30 —ORGAN AMPHITHEATRE  
 Long Beach Women's Symphony Orchestra in Vocal & Instrumental Selections. Under the direction of Eva Anderson.
- 11:00- —ORGAN AMPHITHEATRE  
 Employees' Farewell Program. Public Cordially invited Farewell Address by Frank G. Belcher, Pres. of Exposition. Ceremony of the placement of Engraved Album, containing signatures of all 1936 Exposition Workers, in Permanent Depository at the Organ, which will become a Shrine to all Exposition Workers.
- 11:30 —THE LARGE BOOK - Symbolizing the History of the Exposition, will begin to close, gradually, in the presence of "Father Time."
- 11:30- —PLAZA DEL PACIFICO. North End  
 Short Concert, by 30th U. S. Infantry Band.
- 11:45 —PLAZA DEL PACIFICO North End  
 Presentation of new Regimental Colors to the 30th U. S. Infantry Company. Pres. Frank G. Belcher of the Exposition will present the Colors to Major Stanley French Griswold, Commander of the 30th U. S. Infantry Provisional Co.
- 11:50 --PLAZA DEL PACIFICO North End  
 Farewell Retreat Ceremony—by 30th U. S. Infantry Co.
- 12:00 —MIDNIGHT TAPS - by bugler from 30th U. S. Infantry, atop the Palace of Fine Arts. Dimming of the Lights.
- 12:00 —ORGAN AMPHITHEATRE  
 The Book of "Father Time" Closes, and the Exposition passes officially into History.
- NOTE:** The Exposition Grounds, Cafes, & Midway Concessions will remain open all night until early morning for Farewell Parties & General Merry-Making.
- JOSE ARIAS and his Exposition Troubadours.**  
 Featuring Marianita, Dancer; and Carlota Cortez, Singer.
- 1:30- 2:00- March of Transportation Bldg. Patio  
 2:00- 2:30- General Exhibits Building.  
 7:00- 8:00- Avenida de los Palacios



*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.

**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.

This Program Published and Printed by  
**George Hoffmann**  
**Typographic Studio**  
 228 San Diego Trust & Savings Building  
 Telephone Main 8618

# Big Sale! PALACE OF INTERNATIONAL ART

**Gifts and Art Goods From 20 Nations Must Be Sold Immediately!**

The greatest collection of art goods ever assembled anywhere to be sold at the lowest prices you can expect to find now or later.

Visit this merchandise mart! The more you know about art goods and their values the more you'll appreciate the savings in effect.

- Italy. Cameos. Corals.
- Taj Mahal. Famous Jewels.
- The Chinese Temple of Art.
- Jewels Collected and Worn by Sarah Bernhardt.
- See the World Famous "LIBERTY BELL WISHING RUG" Before It Is Too Late!
- Indian Trading
- Exhibition of Original Jewels
- Amber Mines, Inc.
- British India. Prints. Brassware.
- 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**

**PANEL-ART  
SNAPSHOTS  
IN SAFE-FILE ALBUMS**

THEY COST NO MORE  
THAN ORDINARY PRINTS

**BUNNELL**  
PHOTO SHOP  
1033 SIXTH AVE  
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**