

CALIFORNIA

through

SAN DIEGO,

invites the world

California

PACIFIC INTERNATIONAL

Exposition

Your Exposition . . .

In the succeeding pages of this booklet we have endeavored to present the pertinent facts of the California Pacific International Exposition.

You, as a prospective exhibitor, will need this information to plan your advertising campaign and increase your sales volume in this prosperous section of the West. Bear in mind that no picture or printed description can put over your message so quickly and so thoroughly as a demonstration of your product to a prospect who is so interested that he has come to see you. This is what actually happens in any well-conducted exposition; and we are offering you the opportunity to contact personally and demonstrate your merchandise to more prospective customers during the days of this Exposition than your entire sales force could possibly call upon in as many weeks.

Here, where the embarrassment of sales pressure is not present, prospects will feel free to ask questions, observe demonstrations and prepare to buy. On neutral ground, they will see and compare your product with others. The distinguishing features of your merchandise will stand out and silently sell.

Here, you will meet personally upwards of 5,000,000 buyers from every state in the Union. They come with interest and enthusiasm, and, thus, half the battle is won. That's why the California Pacific International Exposition is your greatest market — your opportunity for 1935.

We invite you to participate.



The Scope of the Exposition

The California Pacific International Exposition—a non-profit enterprise—will be held in San Diego, California, to stimulate recovery in the



West; to illustrate the progress of man; to depict the past, the present and the future; to promote a new realization of culture, beauty, science, history, the arts,

and play. It will open on May 29, 1935.

It is sponsored by the civic and business leaders of the state.

It is international in scope and, therefore, will have the support and cooperation of many nations of the world.

It was only natural that San Diego—where California began—was selected as the site for the spectacle of 1935 because:

It is replete with historical lore.

It is the Southwestern gateway to the nation. It has magnificent Balboa Park, 1,400 acres in the heart of the city.

It possesses in this park a compact arrangement of buildings of Old Spanish architecture, which will house many of the exhibits. This group is being augmented by additional buildings now under construction. The entire housing program at this time is more than 75 per cent. complete. Parking facilities for 10,000 cars are available.

San Diego already has invested several millions of dollars in its Exposition buildings and grounds. Leading architects pronounce these edifices to be among the world's most magnificent show-places.

California leads the nation as a tourist state and San Diego is the focal point in this tremendous movement of peoples. A government survey shows that 5,396,789 persons crossed the border into Mexico, at San Diego, during the fiscal year ending in June, 1933. Up to August 1st, this year, 4,565,557 had made the trip.

San Diego, with its hotels and apartments—which class with the finest in the country—can accommodate 50,000 visitors daily. This capacity undoubtedly will be increased prior to the opening of the Exposition.

San Diego, a major transportation terminal of the Southwest, may be reached quickly by train, plane, bus and auto. From the eleven Western States alone, San Diego can bid for approximately 15,000,000 visitors.

Today the people of the United States are more exposition-minded than ever before. This is partly due to the great volume of advertising and publicity released throughout the nation from "A Century of Progress", together

with the fact that people are shopping scientifically nowadays. Buyers are seeking information concerning quality - products and new methods, which enable them to conduct their business and household activities more efficiently. The California Pacific International Exposition will afford this opportunity.





General Exhibits

In the years since 1542, when western civilization was born on the plains from which San Diego has risen, the advance of mankind has been marked by a patiently unfaltering struggle that will be presented in epitome in the California Pacific International Exposition. The spectacle is enormous, for it includes all the manifestations of man's restless energies, his eternal quest for beauty and romance, his insatiable curiosity for the new and unusual, his search for adventure.

In the exhibits of commerce and industry, man's achievements will be depicted. His past will be portrayed, his future will be envisioned. Not only what man has done, but what he will do. And how he will do it.

These exhibits, to be among the most graphic in the Exposition, will be designed to show methods as well as products, to illustrate how things are done, as well as what is done. The tremendous changes which have come into industrial life with the advance of science will be depicted and dramatized, and compared by actual contrast with the past and the future. A special building is being constructed to house the displays of industrial progress.

In addition to the commercial and industrial exhibits of America, will be the displays from various parts of the Old World and the New: art and commodities from Mexico; products and relics from the colorful lands of South America; unusual productions from Japan; old and new features from China. The allure of travel and the pageant of manufacturing progress will be depicted by Australia and New Zealand. From Fiji and other picturesque isles of the Pacific will come new features. The nations of Europe are banding together to display their varied achievements.

One of the Exposition structures, designed by the late Bertram Goodhue and acclaimed one of the finest examples of Spanish Renaissance architecture in America, is devoted to the science of man, with anthropological exhibits of inestimable value depicting his physical and cultural development.

In another beautiful structure is a collection of the treasures of art, valued at hundreds of thousands of dollars.

The second oldest scientific organization in California, the Museum of Natural History, offers attractively-displayed exhibits of plants, fish, and animals of the past and present.

In the famed zoo, second in the country in variety of specimens, are the birds, beasts and reptiles of all lands and climates. One will see, among other wonders, the only two mountain gorillas in captivity.

At the foot of a gently sloping lawn stands the massive million-dollar out-door organ. Before its fretted proscenium are seats for thousands.

In a faithful replica of the Taos Pueblo, of New Mexico, will be the Indians of the Southwest, with their wares and weapons.

In the inspiring Palace of Education, man's dramatic struggle for knowledge will be displayed in graphic realism.

The enormous changes that electricity has brought to human living will be illustrated in the Palace of Electricity.

The Foods and Beverages Palace will contain exhibits from these and allied phases of life.

In the Transportation section, the story of travel from the days of the bullock cart to the swift, safe, comfortable mediums of today and tomorrow will be portrayed in fascinating ways. Elsewhere history will be etched with amazing realism . . . the fantasies of science will be unfolded . . . the proper care of children and the methods devised by science to assist in that work will be related.

The Palace of the Modern Home will set forth the possibilities of building in the future. Here one will see Twentieth Century home building at its pinnacle, with new ideas in furnishing, decoration and home planning. Set aside for the exhibits of cities and towns is the Community or Social Science building.

In the Palace for Milady, all of the artifices of femininity will be shown—cosmetics, new coiffures, the latest in apparel, etc.





General Exhibits

Blending with the exhibits of man, will be the displays of Nature. Spreading over the wide expanse of the Exposition grounds, from the height of the mesa on which the structures stand to the bottom of the deepest canyon, is a thick and picturesque growth, from tropical palm to the hardy pine, from the ravishing flowers of the equator to the sturdy specimens which thrive in the land of snow. Only in San Diego, where the climate is always temperate, could this El Dorado of luxuriant trees and exotic foliage exist so lavishly, could there be found so glorious a setting in which to portray the pageant of the years.

Entering the Exposition over Cabrillo bridge, one will look down upon the crimson poinsettia, the tecoma, and the glorious gold of the California poppy. In the grounds there are the groves of Italian and Monterey cypress, the acacia of many species, the palms that line long, winding walks and cool the patios; the rows of black acacia trees upon thick lawns, the shining hedge of coprosma, flecked with the brilliance of the poinsettia; there are the trees that cling to the earth, twisting as if in torture; the vines that bind together to build a roof and repel the sun; the eucalypti numbering 200 varieties, the red gum, the blue gum and the ficifolia with its flash of crimson.

Covering the many miles of the Exposition grounds, in the center of which the exhibit buildings are compactly arranged, will be a complete radio hook-up. In the Administration Building will be the studio, and stretching out over the area will go a network of wires to carry the words of the announcer, the gay voices in song, the melodies of music. Loudspeakers will be cleverly concealed so that voices will come as if from the earth, or from the vines and bushes that abound. The system will be connected with the national broadcasting chains to carry the spectacle to the world.

The sports-lover who cannot find his or her pet thrill in a visit to the Exposition will be hard indeed to please. Public golf links and private clubs are

but a few minutes distant. Water sports are available in the harbor or on the beaches.

Just as it has been in the past, so it will be in 1935: men will again assemble at one common site to witness the achievements of yesterday and the possibilities of tomorrow, to barter and to trade, to rest and to play.

All of these the California Pacific International Exposition offers. A thrill to every human, a morsel of interest to every man, woman or child.

To create this spectacle, the genius of man is being culled from countless fields, from the savant toiling in his laboratory, from the workman in his factory, from the artist in his studio. All will have their part in this cosmopolitan undertaking. And from the fruits of their efforts, and the efforts of man down through the years, will be built a monument to his achievements, a monument to the past, the present and the future.

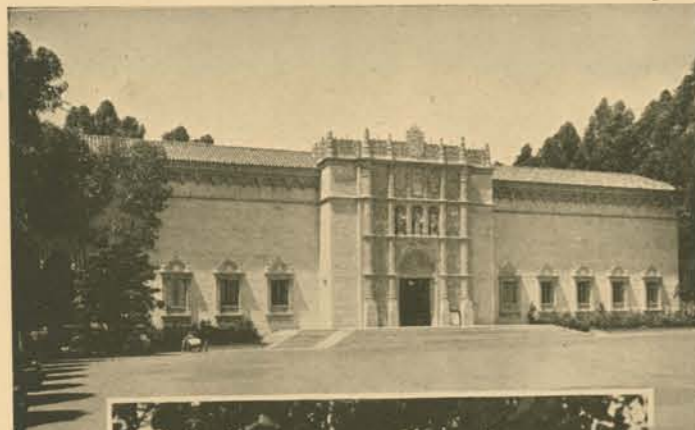
Aside from the many features within the Exposition, the visitor may see countless other attractions in the city and vicinity: Old Town, the birthplace of California; the historic missions marking the trail the padres blazed; the Old Spanish lighthouse; Ramona's Marriage Place and the "Wishing Well."

Southward is Agua Caliente, the "Monte Carlo of the West"; the famed race track; Tijuana.

Lying eighteen miles off Point Loma are the Coronado Islands, territory of the Republic of Mexico. In the waters surrounding the isles, the Yellowtail and White Sea Bass abound.

Near the Exposition is Lindbergh Field, the birthplace of "We". Here the world's greatest airmen will assemble in 1935. Nearby are the Army, Navy and Marine bases; the Scripps Institute of Oceanography, renowned in the world of science; the famed caves of La Jolla and the Torrey Pines.





Grounds of the Exposition and Some of the Buildings

No other Exposition has been so supremely blessed in its location. For more than a year San Diego has been quietly preparing many huge structures to house the exhibits. In these buildings of Old Spanish architecture—modeled along the lines of the Sixteenth and Seventeenth Centuries—is impregnated all of the lure, grandeur and romance of California's historical background.

From the spires of the buildings in Balboa Park, some of which are reproduced on this page, may be seen the Pacific; the ships of many lands at rest in the harbor; the jutting rock of Point Loma around which Cabrillo sailed in 1542. Gazing northward over the luxuriant foliage of the Exposition grounds, one may see the peaks of snow; to the east lie desert sands; southward is Mexico, the land of romance.

Supplementing the buildings of the park will be quaint structures of foreign lands. From the shadows of Old Spain the visitor will step into the "Villages of the World"; Old Heidelberg, gay France, the Orient, romantic Italy, the picturesque isles of the Pacific, and many others.

The buildings of the "Village" will be interspersed with rides, side shows and countless high-class carnival attractions.

There will be no extra charge for admission to the "Villages of the World." General admission to the grounds will include free admission to this novel and intriguing zone—thus assuring concessionaires and exhibitors vast throngs at all times.

Being a non-profit undertaking, the Exposition is able to place a very nominal rental on exhibit space. Space rates cover a specified floor-area within the buildings and include general lighting. The exhibitor must bear the expense of preparing, installing, and manning his display. Designs must be approved by the exposition management. There will be an extra charge for electric outlets, water, sewage, gas and similar connections, as is customary in all expositions.

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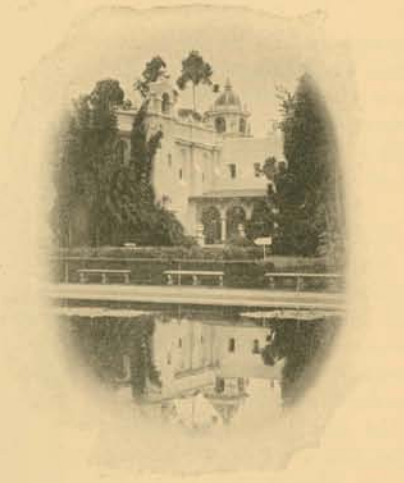
Special Attractions

A TRIUMPH OF PAGEANTRY!
From the day the Exposition opens on May 29th until it closes, the program for each day will be presented as a separate and distinct event, yet inextricably linked together to form the colossal pattern of a spectacle.

From beginning to end, special attractions, new and amazing events—the myriad wonders of a progressing world—will be unfolded with breathtaking precision. All the glamour of an international carnival, clothed in a riotous blaze of color and melody—replete with the thrills of science—staggering in its scope and awesome in its far-flung vastness.

Down the "Midway" in the "Villages of the World" . . . the shrill cries of barkers . . . the lure of mysterious shops . . . the exotic glances of Orientals . . . the turbaned guests of India . . . the swishing skirts of the señoritas . . . the games, the various rides, the mysterious fire-eaters from the East . . . dancing . . . the clowns . . . the blare of bands . . . the waving flags and banners.

In a twisting gulch, built by the master hand of Nature, a striking reproduction of a mining camp—typical of the gold rush days of '49—will be placed. There will be the shacks of the forty-niners, built with the actual timber used in construction of the colorful towns of that period and brought to the Exposition to provide a realistic picture of an era that died with Bret Harte and Mark Twain. Here one will see the actual door which led to the cabin in which Bret Harte wrote his famous tales, the bar over which grizzled sourdoughs gulped their fiery beverages, the equipment used in the wild search for riches in '49.





Special Attractions

One will see the miners recovering the gold, using sluice boxes, gold pans, etc. There will be shown, by way of contrast, a modern mining camp with its present-day machinery and equipment. The mine will be in actual operation and one may enter the cage and descend the shaft into the earth where miners will be at work.

To reach this scene one passes from the shadows of Old Spain in a real stage coach or on the back of a burro.

Children's Fairyland — their playground of the Exposition . . . the miniature railroad . . . the pony rides . . . up to the backs of great elephants . . . the swings and slides, the movies, games and picnics and scores of other attractions that create the clean, wholesome fun for youngsters at play under the watchful eyes of attendants.

Special days of celebration for the states and cities, with the governors and mayors attending. Special days for the nations of the world, with officials from foreign lands in charge, and the Exposition dressed in the colors of the country.

Thrills in the air . . . more than 1,000 planes in the skies above the Exposition.

The U. S. Fleet in review on the Pacific. Foreign warships on inspection in the harbor.

And still the story is not told . . . a magnificent show — unbelievable almost in its very vastness—its countless wonders—its scintillating attractions.

A never-ending pageant, with the show of today as different from the show of yesterday as will be the show of tomorrow.

A stupendous spectacle, built thru the genius of man and standing as a lasting tribute to his achievements.





The House of Pacific Relations

The name of the Exposition, "PACIFIC INTERNATIONAL", reveals and emphasizes its *Spirit*. Foreign Nations are being invited to participate with us in



the promotion of the Spirit of *harmonious international accord*, for their good and for our good and for the good of the world.

Questions of life and death are convulsing civilization. Exhibitions of industrial progress are less vital than demonstrations of advancement toward world peace. A great moral disaster has overtaken the world. A definite moral crisis exists. There is a dire need of concentrating human intelligence, in a new way, on the problem of saving civilization from its threatened disaster.

To date, the fate of civilization has been let loosely depend upon the success or failure of successive Disarmament Conferences. The result has been increased discord; and, yet, there remains a simple formula whereby we can, if we will, make human harmony attractive. If, instead of deliberately getting together to argue and quarrel, we get together to delight one another, our international parties may be popular.

Foreign Nations are being asked to join with us in helping to keep international mentality from going sour under the sordid strain that world events are now putting upon it. The earth would be a better place today if nations could find an outlet for warped mind-forces that seek vent in the

alarms with which the international air is filled. We need a healthy distraction from the quarrels now oppressing the world. The Nations of the world are being asked to come and play with us.

Foreign Nations are being invited to join us in the promotion of the spirit of harmonious international accord, by providing their own two-day program of such social diversions as are characteristic of their people, calculated to win appreciation and promote intimate ties of goodwill. They will put on their own shows. They will let the world peep at an exhibit of the social diversions which they use at home to provide distraction and bind one another together with ties that promote friendliness.

We shall not attempt to suggest to them, in any least particular, the nature of their programs. Music, so potent to promote peace, will doubtless be a part of them. As much of the programs as may be broadcast will be put on the air. Not alone those attending the Exposition, but the world will be their audience. Ours will be the happy privilege of providing the necessary accommodations and generous publicity. Digni-



taries of the Nations will add their appeals for world harmony. These programs will be a credit to the "House of Pacific Relations", and a contribution to *harmonious international accord*. The illustrations depict the site and phases of this feature.



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