July 1934, Frank Drugan proposes a second California-Pacific International Exposition

August 1934
California-Pacific International Exposition Incorporates

October 31, 1934, Chicago World Fair closes and many acts are moved to San Diego

January 1935
Construction begins with architectural designs by Richard Requa, including the Old Globe theater, the Air and Space Museum, the International Cottages, and the Starlight Bowl.

March - April 1935
2,700 workers, in 3 shifts, work around the clock to build the Exposition, approximately 65% were Works Progress Administration relief workers.

May 29, 1935
Exposition Opens

June 9, 1935
Mae West Visits

June 18, 1935, former President Herbert Hoover visits

July 1935
Schumann-Heink Day, opera star Madame Ernestine Schumann-Heink performs the Star-Spangled Banner

August 17, 1935, Gautama Buddha celebration at Organ Amphitheater

August 24, 1935
National Negro Day, Tenor George Garner performs at Organ Amphitheater

September 17, 1935, Constitution Day, former President Herbert Hoover visits the Exposition a second time

September 24, 1935
Kate Sessions Day. Pacific Beach citizens presented her with a painting by Mary Belle Williams.

September 17, 1935, President Franklin D. Roosevelt and First Lady Eleanor visit

October 2, 1935
President Franklin D. Roosevelt and First Lady Eleanor visit

October 28, 1935 WPA put on a free variety show for 25,000 families from San Diego relief.

November 11, 1935
Exposition Suspends

Approximately 4,800,000 people attended
February 12, 1936
Exposition Reopens

May 19, 1935
Civilian Conservation Corps exhibitions started, dedicating a statue and demonstrating their skills

July 1936
President Lazardo Cardenas of Mexico sent the Tipica Police Orchestra for a well attended series of concerts

July 19, 1936
U.S. Army 11th Cavalry performed at the Coronado Horse Show.

February 17, 1936
Chief of Police pulls gambling games out of Amusement Zone.

Ripley’s “Believe It Or Not” was replaced with John Hix’s “Strange as It Seems.”

Gold Gulch and the Midway were replaced with the Amusement Zone and the Mickey Mouse Circus to appeal to families.

Casa de Tempo was replaced with Enchanted Land. The Indian Village was replaced with a Boy Scouts compound. Temple of Mystery, Danse Follies, and Hollywood Secrets were newly added attractions.

February 29, 1936
Bachelor Ball elected Clifford Judd of the USS Lexington as Bachelor King for the evening

April 15–16, 1936
Sally Rand danced 2 shows at the Palace of Entertainment and promoted the Exposition

June 5, 1936
Homemakers’ Exhibit drew such a large crowd, they were invite to stay two more days.

August 13–25, 1936
Ice skaters performed at the Organ Amphitheater twice, nightly.

September 9, 1936
Exposition Closes

Approximately 2,000,000 people attended totaling 7,220,000 attendees for 2 years

September 9, 1936
at 11 pm
President Belcher sealed a book of Exposition employees in a wall of the Amphitheater.

Taps sounded from the Palace of Fine Arts played by Corporal Joe Galli and the Amphitheater shown the Aurora Borealis lights bringing the event to a close.

July 19, 1936
President Belcher sealed a book of Exposition employees in a wall of the Amphitheater.

Taps sounded from the Palace of Fine Arts played by Corporal Joe Galli and the Amphitheater shown the Aurora Borealis lights bringing the event to a close.
“[The] Exposition will ... inspire national confidence and a higher appreciation of American institutions, stimulate business and industry, and assist the government in bringing a more abundant life to its people.”

~ The California-Pacific International Exposition Committee
Frank Drugan proposed a second Exposition to the City in 1933. The California Pacific International Exposition company incorporated in 1934 and work began.

Peace and International Friendship certificate presented by Elwood Bailey, Vice President, to Frank Drugan, Executive Secretary and Director of Foreign Participation, and father of the House of Pacific Relations and the International cottages. The Exposition was held May–November 1935 and February–September 1936 in Balboa Park, the site of the 1915–16 Exposition. The Exposition was held to promote San Diego and support its economy and had hundreds of exhibits on history, the arts, horticulture, ethnic cultures, science, and industry.
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The City of San Diego

WELCOMES YOU!
in 1935 -- the Exposition Year

City of beautiful homes, mellow sunlight . . . San Diego, "where California began," will extend a cordial welcome to every visitor to the California Pacific International Exposition opening May 29.

Come enjoy San Diego this year . . . and in all the years to come! Where it's pleasanter to live . . . where a modern city of nearly 200,000 find life easier, much more healthful, and a perpetual delight.
EXPOSITION NUMBER

1935

SAN DIEGO
THE BIRTHPLACE OF CALIFORNIA

BEAUTIFUL WORLD EXPOSITION

CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION NUMBER

Commemorating the Seventh Anniversary of the Opening of the San Diego Club Building
Ernestine Schumann–Heink (1861–1936) was a renowned contralto singer. Her powerful and emotive voice made her one of the most celebrated opera singers of her time. Heink gained recognition in America and throughout Europe for her exceptional vocal range and dramatic interpretations. Her career spanned several decades, and she retired in 1932 but remained involved in music as a teacher and mentor. Her legacy endures as one of the greatest contraltos of her era, with her recordings continuing to enchant listeners today.

Pictured here, the Madame sang at the Ford Amphitheater *The Star Spangled Banner* on July 21, 1935.
George Robert Garner was born April 16, 1892, in Virginia. Mr. Garner performed the aria from Verdi’s "Aida" at the 1919 Chicago premiere of an African American film described as “Oscar Micheaux’s Mammoth Photoplay.” He also appeared with the Chicago Symphony Orchestra at a Popular Concert at Orchestra Hall. Mr. Garner sang to a crowd of 15,000 people at the 1935–36 Exposition on August 24, 1935. He passed on January 8, 1971.
Any event in Balboa Park would be remiss if it didn’t pay homage to Kate O. Session, the Mother of Balboa Park. Ms. Sessions planned and planted so much of what we enjoy at the Park today. On September 24, 1935, the Exposition directors honored Ms. Sessions and she humbly answered that the plants deserved all the credit. Many of the documents related to her work are available on the sandiego.gov/digitalarchives website.

Mary Jane "Mae" West (August 17, 1893 – November 22, 1980) was an American actress, singer, comedian, screenwriter, and playwright whose career spanned over seven decades. A lucky college student rolled Hollywood goddess Mae West down El Prado in a roller chair on June 9, 1935. As she entered Gold Gulch someone hit the bull’s eye and all the lights went out. Mae applauded the “little woman,” wearing a clinging black dress and a large-brimmed hat, who swiveled her body into an hourglass shape and said, “Why don’t you come up sometime and see me?” at Midget Village.¹

That little woman was Eleanor Stubitz, nicknamed the “Miniature Mae West.” Above is a photo of her with “Rose's Royal Midgets” featured in the Midget Village, at the 1935–36 California Pacific International Exposition in Balboa Park, San Diego California.³
Former President Herbert Hoover addresses crowd at Spreckels Organ Pavilion on Sept. 17, 1935.¹

Former President Herbert Hoover (August 10, 1874 – October 20, 1964) visited San Diego twice in 1935 to see Balboa Park's California Pacific International Exposition, held 20 years after the first expo put the park and the city on the map. Pictured to the right with his wife, Lou Henry in the roller chairs at the Exposition.³

Trounced by Franklin D. Roosevelt in the 1932 election, Hoover had visited San Diego several times when he was commerce secretary in the 1920s. At his June 1935 visit, he and his wife visited several pavilions before he addressed the business community at the U.S. Grant Hotel. He called the expo "a great summary of civilization." In September he returned for a Constitution Day address at the Spreckels Organ Pavilion. With Hitler's ascension to power in Germany and the rise of other dictators, Hoover warned the loss of liberty amounted to "a form of servitude -- of slavery -- a slipping back towards the Middle Ages." World War II was just four years away.²

On October 2, 1935, President Franklin D. Roosevelt (January 30, 1882 – April 12, 1945) addressed a crowd in Balboa Stadium. In 1914 when he was Assistant Secretary of the Navy, he dedicated Cabrillo Bridge, which was built for the 1915 Exposition in Balboa Park, and made the inaugural automobile crossing along with the mayor of the city, Charles F. O’Neill. He returned in 1935, this time as President of the United States, to cross the bridge again for Balboa Park’s second Exposition. The President dined in the Sala de Oro. The Casa del Rey Moro Cafe and other rooms on the ground floor were used to accommodate about 100 newspaper men and women and other guests who could not fit into the Sala de Oro. Newspapers said nothing about the President’s lunch. Contrariwise, they described in detail the lunch for Eleanor Roosevelt.

Eleanor had arrived three hours before her husband. She took a roller chair tour of the Exposition and bought gifts in shops on El Prado and the Midway for friends.

President Roosevelt’s New Deal funded much of the Exposition staff in building and operating the Exposition. The Public Works Administration funded nearly 65%. Additionally the Civilian Conservation Corps held an exhibit at the Exposition in 1936 showcasing firefighting, road building, agricultural skills, and woodworking. The Corps were the most popular program of the New Deal, erecting statues around the country. Once such plaster statue graced the Expo before succumbing to the elements. One famous member of the CCC was Archie Moore, boxing champion, who retired to San Diego. The Civilian Conservation Corps had been disbanded in 1942, lives on through the California Conservation Corps.
Pictured above is one of the few extant examples of The City of San Diego City Clerk Archives has of paystubs for the Works Projects Administration.

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Date: 9-3-41  
Worker(s): Baxter, Harry  
Occupation: Research assistant  
Wage class: S
Civilian Conservation Corps

The initial prominent statue produced to commemorate the Civilian Conservation Corps (CCC) was a piece titled "Spirit of the CCC," later fondly referred to as "Iron Mike." This sculpture was meticulously crafted by sculptor John Palo-Kangas. The esteemed model chosen for this statue was Robert J. Pauley, hailing from Carmichael, California. Mr. Pauley, a World War I veteran, was approximately 38 years of age during the creation of the statue. With great honor, President Franklin D. Roosevelt unveiled the statue at the dedicated ceremony on October 1, 1935, held at CCC Company 1917 in Griffith Park, located in Los Angeles, California. A ten-foot-high bronzed plaster replica of the park model was prominently dedicated at the CCC exhibition camp in Balboa Park on May 19, 1936.

To the Honorable, the Mayor and Council
of The City of San Diego, California.

Gentlemen:

Subject: President Roosevelt's Emergency Conservation Work Program - Application for Housing Site.

Pursuant to Resolution No. 60159, directing the City Attorney to prepare the necessary papers granting the United States Government permission to use five (5) acres of city controlled lands in PaMo Valley for the establishment of a camp for the President's Emergency Conservation Work program, under the conditions outlined by the Hydraulic Engineer in Document No. 282981, I am pleased to submit herewith a form of resolution sufficient to accomplish the desired purpose.

There is returned herewith Document No. 282981, being the communication from the Hydraulic Engineer above referred to.

Respectfully submitted,

C. L. Byers
City Attorney.

HED/S
Robert Ingersoll Aitken\(^1\) (May 8, 1878–January 3, 1949) was born in San Francisco. He was a famous American sculptor and coin designer. Aitken studied there at the Mark Hopkins Institute of Art also called the California School of Design. He was an instructor from 1901 until 1904. Aitken also enjoyed success as a designer of coins and medals. He created the California Pacific International Exposition half dollar of 1935–1936.\(^2\)

Legislation for the half dollar moved through Congress without opposition in early 1935, and Aitken was hired to design it. Once his creation was approved, the San Francisco Mint produced 250,000 coins, but expected sales did not materialize. Left with more than 180,000 pieces they could not sell, the Exposition Commission went back to Congress for further legislation so it could return the unsold pieces and have new coins, dated 1936, hoping for greater sales in the second year of the fair’s run. Although the commission was successful in getting the legislation passed, it was less so in selling the coins, and 150,000 1936-dated pieces were returned to the Mint. The coins, of either date, sell in the low hundreds of dollars today. At that time, coins were not sold by the government—Congress, in authorizing legislation, usually designated an organization which had the exclusive right to purchase them at face value and sell them to the public at a premium. In the case of the California Pacific Exposition half dollar, it was the California Pacific International Exposition Co who were the merchants.\(^3\)


The Klicka Family in San Diego

Joseph Klicka, originally from Bohemia, was born in 1855 and relocated to the United States during his childhood. His family settled in the Chicago area. Eventually, Joseph established the Joseph Klicka Company,¹ which swiftly emerged as a prominent player in wood mold manufacturing. The company excelled in supplying its extensive range of products to wholesalers and retailers across the country. They moved to San Diego in the 1920s.

Joseph Klicka and his wife Emily (Bernhardt) Klicka had four sons: Emil Klicka (1879), Joseph (1883), Frederic (1885), and George Klicka (1887). Following their father's passing, they diligently continued to run the business.

During the 1920s, Emil and George Klicka made the decision to sell their shares in the family business to their brothers Joseph and Frederic. Consequently, they formulated plans to embark on a fresh journey and seek new opportunities in San Diego.

3543 Pershing Avenue² in North Park was the home to George Klicka from 1921 until 1925. The Klicka brothers became the first residents to settle in North Park.

The Klicka brothers founded several businesses, including the Klicka Lumber Company, Klicka Mortgage Company, etc., which had a significant impact on the early residential and economic development of North Park and Midtown.

June 08, 1925 Resolution No.34281

RESOLVING No. 34281

BE IT RESOLVED by the Common Council of the City of San Diego, as follows:

That a majority of the members of the Common Council be, and they are hereby authorized to enter into contract with the Klicka Lumber Company, for the furnishing to said City of 220 barrels of Portland cement.

April 9, 1928 Resolution No.45166

RESOLUTION NO. 45166

BE IT RESOLVED by the Common Council of the City of San Diego, as follows:

That the deed of Klicka Mortgage Company, Emil Klicka, President and Frank Yarvock, Secretary, executed in favor of The City of San Diego, bearing date February 29, 1928, quitclaiming and releasing unto The City of San Diego an easement and right of way for sewer purposes through, along and across a portion of Lot 12, Block 54 of Normal Heights, according to map thereof No. 966, filed in the Office of the County Recorder of San Diego County, California, be, and the said quitclaim deed is hereby accepted on the conditions therein expressed;

And the City Clerk of said City is hereby authorized and directed to file the said deed of record in the Office of the County Recorder of San Diego County, California, together with a certified copy of this Resolution.
Klicka Model Home

As the Great Depression of 1929 persisted, there arose a growing demand for affordable housing solutions. The Federal Housing Administration (FHA) was established through the National Housing Act of 1934 to provide affordable, long-term loans with feasible monthly payments, allowing families with low to moderate income levels to attain homeownership. George Klicka took advantage of the opportunity to develop the “Klicka Studio Bungalo”,¹ which was a prefabricated package of wooden frame-and-panel construction. This innovative product streamlined costly building techniques and design styles, offering an affordable option starting from as low as $2,222.

The kit house was introduced as a model home of “Modeltown” at the 1935–36 California Pacific International Exposition in Balboa Park. Modeltown is a curated exhibition that features a community comprised of 56 miniature model homes. In 1936, the house design was approved by the federal government for a 25-year FHA loan. By the end of 1941, Klicka Lumber Company had sold more than 1,100 kit homes throughout San Diego and as far away as Florida.

George obtained a patent for this innovative product in 1935 and it was approved in 1938. Patent number: 2116900.² Inventor name: George Klicka. Publication date: 1938-05-10.

6 Claims.

My invention relates to a building wall construction, and, more particularly, to a wooden construction, and the objects of my invention are:

1. To provide a building wall of very economy of means, such as will enable various members of the wall to be substantially interlocked in overlapping fashion with each other, thus providing a weather and dust proof construction.

2. To provide a building wall construction of this class which has a substantial appearance.

3. To provide a building wall of this class which is durable.

4. To provide a building wall of this class which is easy to construct.

5. To provide a building wall of this class in which the materials are largely prepared at the mill ready for assembly, and

6. To provide a building wall of this class which is very simple and economical of means, durable, efficient, and which will not readily deteriorate or get out of order.

Inasmuch as my invention appears in view as it will appear hereinafter, my invention consists of certain novel features of construction, combination and arrangement of parts and portions as will be hereinafter described in detail and particularly in the appended claims, reference being had to the accompanying drawings and to the characters of reference thereon which form a part of this application, in which:

"Figure 1 is a longitudinal sectional view of a fragilematic portion of an outside building wall and is a similar view of a partition construction: Figure 3 is a fragmentary vertical sectional view through--through of Figures 3 and 4, and Figure 4 is a similar view through--Figure 4 of Figure 2. Similar characters of reference refer to similar parts and portions throughout the several views of the drawings.

The outside wall bottom plate 1, partition wall bottom plate 2, toe moulding 3, outside wall stud 4, outside wall panel 5, and partition wall panel 6 constitute the principal parts and portions of my building wall construction.

The outside wall bottom plate 1 consists of a plate as shown best in Figure 3 of the drawings, and is covered with a lower surface 7 and 8 which is adapted to rest upon the ground or the flooring of the building. It is provided with an upwardly extending ledge 9 on the inner side of the plate with a substantially upper surface 10 which is substantially the width of the outside stud 4 which rests thereon, as shown best in Figure 3 of the drawings. Then its outer surface at its top 11 surface is inclined downwardly at 12.

The outside wall stud 4 is substantially rectangular in cross section, substantially square 13 out of a mas Mediterranean 2 x 3. Its corners are bevelled at 14, and it is interlocked and overlapping grooves 15 as shown best in Figure 1 of the drawings.

It is provided at its side edges with channels 16 each at each side. These channels are adapted to receive the reduced edges 17 of the panel member 8. These panel members 8 are made of boards substantially three-quarters of an inch thick and of the desired widths for paneling purposes. I will it will be noted that the inside of the member 8 and the inside of the member 4 are substantially flush, presenting a straight inner wall while the studs 4 extends outwardly as shown best in Figure 1 of the drawings, and this assembly of the studs and panels is secured in position on the portion of the plate 1 prior to the place of the ledge 16. Positioning against the end of the bottom plate 1 as shown best in Figure 5 of the drawings, and is positioned against the floor or other support for the plate 1.

The partition wall bottom plate 2 is substantially rectangular shaped wooden plate provided with rounded upper corners at 18, and it is provided with a central channel longitudinally therethrough at 19. This channel is adapted to receive the partition wall Studling 5 as shown best in Figure 2 of the drawings, which is similar to the studling 4 but narrower being slightly over three-quarters of an inch thick--is provided with bevelled corners 20 in its opposite sides. It is provided with channels 21 which are positioned centrally in the edges as shown best in Figure 2 of the drawings and is adapted to receive the reduced edges 22 of the panel members 1 which are positioned centrally in the panel members 1 which are positioned in the panel members 1 as shown best in Figure 6 of the drawings. It will be noted here that this provides a wall construction in which both sides of the panel wall including the panels and studling are in alignment. This assembly, including the panels 1 and studling 5 is positioned in the channel 23 as shown best in Figure 4 of the drawings.

The plate 2 is secured with its lower flat side 24 on the floor or other support and toe moulding 25 is placed on opposite sides of this plate 2 forfinishing both sides. It will be noted here that the studs 4 and 5 may be of varying width and that the panels 8 and 7 may be of varying width 88

OBERGE KLEICKA.

2,110,900

BUIILDING WALL CONSTRUCTION

George Kieczka, San Diego, Calif.

Application October 30, 1935, Serial No. 46,280

3. In a building wall construction, a plurality of vertical studling in spaced relation, each provided with vertical channels in its opposite edges, panel members each provided with reduced edges fitted into said channels forming interlocking and overlapping wall assemblies, and bottom plates provided with a flat lower surface, an upwardly extending ledge at the inner side only of said plate, a substantially straight surface in alignment with the lower surface extending outwardly from said ledge, a downwardly extending ledge at the upper surface outwardly from said straight portion, a wall assembly secured to said upward surface straight portion against said ledge consisting of interlocking and overlapping studling, and panel portions in alignment with each other and in alignment so as to engage the outer surface of said studling, and the whole assembled together in said plate whereby the whole of said wall assembly and plate are all relative.
August 14, 1935 Resolution No.63410

RESOLUTION NO. 63410

BE IT RESOLVED by the Common Council of the City of San Diego, as follows:

That the appointment of Mr. Emil Klicka as member of the Harbor Commission of The City of San Diego for the term of four years commencing on the 2nd day of May, 1935, which appointment was made by the Mayor of said City on the 14th day of August, 1935, be, and the same is hereby approved and confirmed.

May 01, 1933 Resolution No.60049

RESOLUTION NO. 60049

CONFIRMING THE LEASE OF CERTAIN TIDE LANDS ABOUT TO BE MADE BY THE HARBOR COMMISSION ON BEHALF OF THE CITY OF SAN DIEGO TO CONSOLIDATED AIRCRAFT CORPORATION.

WHEREAS, the Harbor Commission of The City of San Diego, pursuant to the powers vested in said Commission by Section 5a of the Charter of said City, is about to enter into, a lease of certain portions of the tide lands with Consolidated Aircraft Corporation, for a period of fifty (50) years, beginning on the date of the execution of said lease, upon the terms and conditions contained in the form of lease, copy of which is hereto attached and made a part of this resolution; NOW, THEREFORE,

BE IT RESOLVED by the Council of The City of San Diego, as follows:

That said lease, copy of which is hereto attached, between the Harbor Commission and Consolidated Aircraft Corporation, be, and the same is hereby in all respects ratified, confirmed and approved.

BE IT FURTHER RESOLVED that the City Clerk be, and he is hereby directed to cause certified copies of this resolution to be attached to the original and duplicate original of said lease.
In 1926, Emil Klicka organized the San Diego State Bank, and George Klicka was listed as one of the bank’s Directors. The bank was later purchased by the Bank of America of California.¹

SAN DIEGO STATE BANK.

A comparatively young institution is the San Diego State Bank, located at 3007 University avenue, which was opened for business November 1, 1926, with a capital of $1,000,000, the deposits on that day amounting to $42,320.58. It was organized by Emil Klicka, Gordon Gray, George Klicka, H. M. Sammis, J. C. Hartley, M. S. Robertson and William P. McCloskey, and the officers from the beginning have been Emil Klicka, president; H. M. Sammis, vice president and cashier; and P. B. Eckhart, assistant cashier. The board of directors is rendering efficient service and the growth of the bank has been very satisfactory, the deposits totaling over two hundred thousand dollars, while the resources aggregate more than three hundred thousand dollars.

In 1928, Emil Klicka bought four lots at the corner of University Avenue and 29th Street for Klicka Building and North Park Theatre,² designed by Quayle Brothers. North Park Theater with a seating capacity of 1,200 was inaugurated on January 17th, 1929.³ The architectural style chosen for the theatre was the Spanish Plateresque, known for its distinctive incorporation of elaborate plaster friezes displaying intricate Arabesque designs. He brought to North Park an advanced theater facility that was ahead of its time. It was the first theater outside of downtown.


In 1930, Emil Klicka was one of the appointed freeholders who drafted the new City Charter for San Diego. Additionally, Emil held several prestigious positions during his career, including serving as Treasurer of the 1935-36 California Pacific International Exposition, Harbor Commissioner for the Port of San Diego, and Secretary of the Board of Pilot Commissioners for 16 years. His efforts were crucial in successfully persuading Reuben H. Fleet to move the Consolidated Aircraft Corporation from Buffalo, New York to San Diego. Alongside these notable accomplishments, Emil actively participated in the establishment of the Del Mar Racetrack, demonstrating his dedication to the betterment of the San Diego community.
Emil Klicka was selected as the Treasurer of the Exposition based on his exceptional qualities and abilities: “Mr. Emil Klicka, a citizen of San Diego who commanded the respect of his community, is interested only in the financial success of the Expo and the future of San Diego...We believe he is fully qualified in terms of ability and experience to manage the department and will be completely fair to all parties involved”.1

October 13, 1936 Resolution No.65036

The above Resolution shows Emil Klicka using his powers as Treasurer of the Exposition. The commemorative coins did not sell as well as anticipated and this booth was one of his many attempts to garner funds. Below is a newspaper advertisement from Emil Klicka.2 The Klicka family took care of the Exposition Welcome Sign created by the same designer as the Expo Coin for almost 90 years. It is now with The City of San Diego City Clerk Archives.

ANNOUNCEMENT

The Coin Commission of the California-Pacific International Exposition

has returned 150,000 of the 1936-D San Diego coins to the San Francisco Mint to be melted, leaving an issue of only 30,000. Most of these have been sold to widely separated people.
Not over ten coins to any one person.
New price set by Commission ............... $3.00 each
These will go to $5.00 soon.
Official commission price on remainder of 1935-S Issue...$3.00 each
All orders promptly filled as long as supply lasts.

EMIL KLIcka, Treasurer,
California-Pacific International Exposition
Care Bank of America, 615 Broadway, San Diego, California.

In 1959, following the passing of Emil Klicka, his will established the Jessie Klicka Foundation. This foundation serves as a scholarship mechanism, with the primary objective of supporting accomplished high school students from San Diego City and County in their pursuit of a college education.

The Klicka family's business operates in various sectors, including politics, education, economy, and culture. They are actively involved in supporting and participating in the development of San Diego and the construction of North Park. Their dedication to society is commendable, as they strive to take resources from society and utilize them for the betterment of society. San Diego has witnessed the arrival of many visionary individuals like the Klicka family, who have made remarkable contributions to the development and progress of their time.

1.) Emil and George Klicka images courtesy of the Klicka family.
In 1935, The North Park Business Men’s Club created a concept of a large electric sign stretching from sidewalk to sidewalk located on University Avenue west of 30th Street.¹ Confident of city council approval, the business club announced a drive to raise money on March 28, 1935. It was the women of North Park who took the lead on the fundraising task. The San Diego Union’s March 31, 1935, issue reported under the headline “Women Go After Community Sign.” W.J. Stevens at 2932 University Avenue served as campaign headquarters for the effort. The objective of this large neon sign was to inform the 1935 California Pacific International Exposition visitors that they were in the North Park district. The sign demonstrated North Park’s resilience through the Great Depression.

Pictured above is a map of the territory the North Park Historical Society serves. North Park Historical Society is an all-volunteer, 501c3 non-profit organization formed in 2008 to help preserve North Park's unique cultural and architectural history. Over the past 15 years, the group has produced three books; conducted walking tours; organized educational presentations and events; and achieved designation of the North Park Dryden Historic District, North Park’s water tower, and two master builders. Steve Hon has been the President, and Katherine Hon has been the Secretary since the organization’s founding. The City Clerk Archives is grateful to them for all their research, knowledge, and collaboration throughout the years.

A RECENT ADDITION TO THE WEST COAST CHAIN

North Park Theatre in San Diego Designed for Sound Picture Presentations

WHAT is said to be the nation’s first motion picture theatre to be specially designed and constructed from its foundations up for the showing of sound, synchronized and talking pictures, is the newly finished North Park Theatre, in the Fox West Coast chain of motion picture houses in San Diego.

In facade and decorative motif the theatre follows closely the Spanish renaissance in style. The exterior trim of cast cement carries out the decorative scheme in bas relief. The spacious lobby is trimmed in veined quarry tile, adding a note of color.

An enclosed inner lobby opens into a tastefully decorated foyer - lounge, from which patrons enter directly into the auditorium. The mezzanine landing is provided with additional lounging and rest rooms.

The auditorium has no balcony, and the walls do not carry any ornate “ginger - bread” decorations. The decorative scheme is carried out, unobtrusively, through the medium of the two organ grilles, the prosenium, the ceiling vents, the modern metal chandeliers, the exit door lintels and the wall sconces. On the whole there is a restful simplicity in the interior design.

Seating capacity is provided for 1176 patrons, the parquet proper having in its three sections a total of 976 seats, while five-row sections at the rear provide 210 loge armchairs.

Unit equipment planned on the by-pass plenum system provides for ventilation and heating, the fresh or heated air coming into the auditorium through mushroom grilles, while the foul air is drawn through the four ceiling vents by a fan-and-blower installation.

The auditorium, 86 feet in width, 96 feet in length and approximately 35 feet in height to the peak of the ceiling, has been planned to afford the best possible control of the acoustics. The walls and ceilings are finished in a special pliable acoustic plaster, and the aisles are heavily carpeted to prevent the slightest echo. There is not the least reverberation.

Brochure of Federal Housing Administration
“ModelTown” Exhibition at the 1935–36 California Pacific International Exposition

You can borrow from your own financial institution, on the insured mortgage plan, under the National Housing Act; up to 80% of the Federal Housing Administration's appraisal of the value of your proposed house and building site. In most cases if your lot is fully paid for and clear of all encumbrances, the loan you can have will cover all costs of construction, architect’s fees, etc. Small monthly payments, including repayment of principal, interest, taxes, fire insurance, mortgage insurance, will amortize your loan without any additional expenses to you over a period as long as 20 years, if desired.

The figures shown here have been compiled solely as an example; and in no case are they to be construed as actual quotations or bids; nor are these figures binding upon any parties to their production or use. The residence shown on the reverse side, or any one of similar size and character, is represented as one that can be constructed with a loan of $3,400, assuming that the residence plot has an actual value of $650 and is fully paid for and free of all encumbrances. In this case the loan would represent 80% of the total value of house and lot.

The construction costs are based upon the cost of $3.00 per square foot floor-space for this house, and $1.50 per square foot for the garage, and for covered porches.

Where construction costs are either lower or higher than $3.00 per square foot this will mean that the monthly loan payments will be either lower or higher than what are shown herewith.

NOTE: The tax carrying charge is figured at $5.00 per $100 assessed valuation. The assessed valuation is figured on the basis of 40% of actual value. The fire insurance premium is figured on the basis of 70 cents per $100 rate, with fallen building clause waiver attached. All charges are figured according to the rates established by the regulations of the Federal Housing Administration insured mortgage procedure.

HOUSE NO. 52—MONTHLY PAYMENT PLAN
BASED UPON LOAN OF $3,400:

<table>
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<th>10 yr.</th>
<th>15 yr.</th>
<th>20 yr.</th>
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<tr>
<td>Principal and Interest</td>
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<td>Taxes and Assessments</td>
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<tr>
<td>Service Charge</td>
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</tr>
<tr>
<td>TOTAL</td>
<td>$46.59</td>
<td>$37.44</td>
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</tbody>
</table>

NOTE: These amounts are the entire cost for homeownership, assuming you build on a lot valued at $850 to which you have acquired title.

F.H.A. No. 1 S.D. "Modeltown Home Selector"

Image Source:

Image Source


Image Source:

Image Source:

Image Source:

Image Source:
Image Source:


Image Source:

President Herbert Hoover

“President Herbert Hoover Giving a Speech at the Spreckels Organ Pavilion during the 1935 Exposition.” San Diego History Center

Image Source:

Photographer Unknown. “Hoover – President Herbert H. – Balboa Park Expo – 1935 #UT 16500-3.” San Diego History Center,

Image Source:

Palo-Kangas with 'Spirit of the CCC,' Griffith Park – Los Angeles CA. Photo by: Los Angeles Times. Living New Deal,