

May 29, 1935

[California Pacific International Exposition]

0181

FDR Speech File

Reuter copy

PRESIDENT ROOSEVELT'S MESSAGE OF GREETING TO THE
CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION AT
SAN DIEGO -- DELIVERED OVER THE TELEPHONE AT
11:00 P.M., EASTERN STANDARD TIME, WEDNESDAY,
MAY 29, 1935.

It is significant and fitting that a great enterprise should at this time be dedicated to future generations. The decision of the people of San Diego thus to dedicate the California Pacific International Exposition is, I believe, worthy of the courage and confidence with which our people now look to the future. No one can deny that we have passed through troubled years. No one can fail to feel the inspiration of your high purpose. I wish you great success.

I shall always remember my visit with Vice President Marshall to the Pan-Pacific Exposition in 1915.

I sincerely hope that later in the year I can visit this new Exposition.

Your Exposition is an international one. You have been prepared to share your aspirations with the peoples of other nations. They have been quick to respond and many of them are actively participating in your efforts.

So much of your tradition in southern California is closely associated with Latin America that I am sure you must have noted with sympathy the increased cordiality of our relations with our sister Republics. Recently it has been the sincere endeavor of the United States to remove causes of international friction and misunderstanding and to reveal our country as prepared to maintain its relations with the other nations of the Americas on a

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The American people are becoming increasingly conscious of their obligations to the citizens of tomorrow.

Rightly desiring to direct our thoughts to the future, you have endeavored and have succeeded in giving to the very act of opening the Exposition a symbol of our expectations of future generations. Two small children, a boy and a girl, unknown to you and to me, are stationed somewhere near you. I wish I could see them -- perhaps

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of the present younger generation and of the unknown
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that will illuminate the grounds and open the California
Pacific International Exposition.

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MESSAGE OF GREETING BY THE PRESIDENT
OVER THE TELEPHONE TO THE CALIFORNIA
PACIFIC INTERNATIONAL EXPOSITION

AT SAN DIEGO

May 29, 1935

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Franklin D. Roosevelt Library

This is a transcript made by the White House stenographer from his shorthand notes taken at the time the speech was made. Underlining indicates words extemporaneously added to the previously prepared reading copy text. Words in parentheses are words that were omitted when the speech was delivered, though they appear in the previously prepared reading copy text.

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May 29, 1935

FOR THE PRESS

CAUTION: HOLD FOR RELEASE.

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NOTE: -- The following message of greeting, extended over the telephone by the President to the California Pacific International Exposition at San Diego is automatically released for publication at 11:00 P. M., Eastern Standard Time, today, May 29, 1935.

CAUTION: Please safeguard against premature publication.

STEPHEN EARLY
Assistant Secretary to the President

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The following is the confidential advance of the remarks to be delivered by the President over the telephone upon the occasion of the opening of the California Pacific International Exposition, May twenty-ninth:

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I shall always remember my visit with Vice President Marshall to the Pan-Pacific Exposition in 1915. I sincerely hope that later in the year I can visit this new Exposition.

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So much of your tradition in southern California is closely associated with Latin America that I am sure you must have noted

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THE WHITE HOUSE
WASHINGTON

May 28, 1955

MEMORANDUM FOR THE PRESIDENT:

Attached is a draft of a suggested message to be delivered by you, over the telephone, on the occasion of the opening of the California Pacific International Exposition. (May twenty-ninth, 11:00 P. M., E. S.T.)

You will begin delivery of your remarks upon the completion of the following introduction, to be made from San Diego:

"Ladies and Gentlemen and Children, we now have the distinct honor and pleasure of introducing to you the President of the United States of America who will address you from his study in the White House."

STEPHEN EARLY

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So much of your tradition in southern California is closely associated with Latin America that I am sure you must have noted with sympathy the increased cordiality of our relations with ~~our sister Republics~~. Recently it has been the endeavor of the United States to remove causes of international friction and misunderstanding and to reveal our country as prepared to maintain its relations with the other nations of the Americas on a basis of entire equality and in terms of complete friendship. Surely such principles are the hope of our common future on this hemisphere, and throughout the world.

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Great projects which will affect the lives of innumerable people are being undertaken within your own state. These projects do not contemplate the benefit of any particular sections of the community nor will the benefits be temporary in character. In my opinion it is
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this thought of the welfare of large groups of our citizens and the relegation of special interests to their proper proportions that is the new hope of the future.

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I shall always remember my visit to
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ADDRESS OFFICIAL COMMUNICATIONS TO
THE SECRETARY OF STATE
WASHINGTON, D.C.



DEPARTMENT OF STATE
WASHINGTON

May 28, 1935.

My dear Mr. Early:

In accordance with your request I attach draft of an address to be delivered by the President on the occasion of the opening of the San Diego Exposition on May 29th.

Sincerely yours,

T.P. Bowes Jr.

Chief, Division of
Protocol and Conferences.
X2-0

Enclosure.

The Honorable
Stephen Early,
Assistant Secretary to the President,
The White House.

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May 29, 1935

MEMORANDUM FOR CHIEF USHER:

Here is a carbon of the hand copy
of the President's telephone greeting to the
California Pacific International Exposition,
set for tonight at 11:00 P. M., E. S. T.

Mr. Early said to tell you to be
sure the President is ready for the delivery
of this message at 11:00 o'clock tonight.

W.L.M.

PRESIDENT ROOSEVELT'S MESSAGE OF GREETING TO THE
CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION AT
SAN DIEGO -- DELIVERED OVER THE TELEPHONE AT
11:00 P.M., EASTERN STANDARD TIME, WEDNESDAY,
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GEORGE BURNHAM
MEMBER OF CONGRESS
20TH DIST. OF CALIFORNIA

[PUBLIC—No. 50—74TH CONGRESS]

[H. R. 5914]

AN ACT

To authorize the coinage of 50-cent pieces in connection with the California-Pacific International Exposition to be held in San Diego, California, in 1935 and 1936.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That, to indicate the interest of the Government of the United States in the fulfillment of the ideals and purposes of the California-Pacific International Exposition, there shall be coined by the Director of the Mint silver 50-cent pieces to the number of not more than 250,000, of standard weight and fineness and of a special appropriate design to be fixed by the Director of the Mint, with the approval of the Secretary of the Treasury, but the United States shall not be subject to the expense of making the models for master dies or other preparations for this coinage.

SEC. 2. That the coins herein authorized shall be issued at par and only upon the request of the California-Pacific International Exposition Company or its duly authorized agent.

SEC. 3. Such coins may be disposed of at par or at a premium by said Exposition and all proceeds shall be used in furtherance of the California-Pacific International Exposition projects.

SEC. 4. That all laws now in force relating to the subsidiary silver coins of the United States and the coining or striking of the same; regulating and guarding the process of coinage; providing for the purchase of material, and for the transportation, distribution, and redemption of the coins; for the prevention of debasement or counterfeiting; for security of the coin; or for any other purposes, whether said laws are penal or otherwise, shall, so far as applicable, apply to the coinage herein directed.

Approved, May 3, 1935.

May 27, 1935

Dear Mr. Farmer:

I am writing immediately to thank you for the information you give us in your letter of May twenty-third.

It is, of course, perfectly agreeable for you to have an announcer introduce the President over the Public Address System prior to his remarks. There is only one technical point that occurs to me in this connection. Will the announcer speak sufficiently near the telephone for his voice to be audible to the President? If that can be arranged, it will make for a more perfect timing for the beginning of the President's remarks. The President could hear the introduction and then, upon its completion, begin speaking immediately.

The language of the introduction which you have given me is perfectly satisfactory.

With kindest regards,

Very sincerely yours,

STEPHEN EARLY
Assistant Secretary to
the President

Mr. Zack J. Farmer,
California Pacific International
Exposition,
San Diego, California

pls

THE WHITE HOUSE

WASHINGTON

May 24, 1955

Secretary Roper wants copy of the
President's California Pacific International
Exposition r marks. Wire thru his office.

TELEGRAM

The White House Washington

4WU NO 300 NL 8:54a.m.

San Diego, Calif. May 20, 1935

Mr. Stephen T. Early:

Congressman Burnham advises President Roosevelt graciously accepted to speak long distance telephone from study to loudspeakers exposition grounds eight P.M. Pacific Coast time, Wednesday, May 20, in connection with the official opening America's Exposition 1935. Although ten minutes was suggested, if Presidents voice came by radio because of large national audience possibly warranting this much imposition upon the President, I would not respectfully suggest that five minutes be used starting eight o'clock. Respectfully suggest it highly important that President utilize these expressed in synopsis Burnham says he has furnished you. Starting with fact this exposition first to be dedicated to the future while all others have commemorated the past and concluding his remarks with reference to unknown orphan boy and girl stationed in unidentified positions in the exposition who will at the urge of the President in concluding his remarks, throw on the lights constituting the physical or visible action of opening the exposition and whose identity will never be known as they will act as impersonal symbols representing the present younger generation and the younger generations to come. To the future generation in this manner the President makes the noble gesture. The entire program at this end being arranged in accord with theme of synopsis and concluding action of President as suggested herein. Therefore if this is in accord with your understanding I will appreciate early telegraphic confirmation in order to proceed with private telephone line reservation and other arrangements. Also would appreciate if proper to have advance copy of President's remarks for our guidance to be held in strict confidence and not for advance publication. Any suggestions would be highly appreciated and many thanks from exposition for the cordial help you have extended. Respectfully,

Zack J. Farmer, Managing Director

California Pacific International Exposition

TELEGRAM

The White House Washington

4WU MO 300 NL 6:54a.m.

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TELEGRAM

Sheet #2.
Mr. Early.

The White House
Washington

San Diego, Calif. May 20, 1935

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Zack J. Farmer, Managing Director,
California Pacific International Exposition.

12.1.

Mr. Ingling:

~~This has all been~~
taken care of,

P.L.S.

5-15-95-

MEMORANDUM

TO:

Mr Ross Director of Mint & State that
Miss O'Reilly Art Director
the Expo. have portrait plates, model
submit to Director of Mint Treasury Dept.
will require a month at least after
receiving model

Fine Arts Com. could suggest Artist
Sculptor (See Mr Cameron)

How about
Rapier for
Opening

NELLIE TAYLOE ROSS

29 May
11 PM EST

Re over tele
Wire - amplitude
at San Diego
Opening T Cal
Perry Dent Et

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

CLASS OF SERVICE

This is a full-rate
Telegram or Cable
Message. Its de-
ferred character is in-
dicated by a suitable
sign above or preced-
ing the address.

R. R. WHITE
PRESIDENT

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

J. C. WILLEVER
FIRST VICE-PRESIDENT

1201-S

WESTERN UNION (94)

SIGNS

DL = Day Letter
NM = Night Message
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination, as shown on all messages, is STANDARD TIME.
Received at 708 14th St., N. W. Washington, D. C.

1935 MAY 15 AM 8 26

WC9 47 NL VIA SN-WUX SANDIEGO CALIF MAY 14

HON GEORGE BURNHAM=

MC HOUSE OFFICE BLDG=

MINUTES IN TRANSIT	
FULL-RATE	DAY LETTER

GOOD NEWS PLEASE ADVISE DATE APPOINTMENT WITH PRESIDENT
AS SOON AS YOU KNOW ALSO HOPE YOU PLAN TO COMMIT PRESIDENT
ON OPENING PLAN AND RELEASE OF SYNOPSIS TO WIRE SERVICE
SIMULTANEOUSLY STOP NECESSARY THIS BE DONE BEFORE END
THIS WEEK IF POSSIBLE TO EFFECT BROADCAST SCHEDULE REGARDS=

FRANK E BELCHER CALIF PAC INTERNL EXPO.

X

THE QUICKEST, SUREST AND SAFEST WAY TO SEND MONEY IS BY TELEGRAPH OR CABLE

R A D I O G R A M

Mackay Radio

THE INTERNATIONAL SYSTEM

RECEIVED AT
NEW HOUSE OFFICE,
BUILDING
WASHINGTON, D. C.
TEL. NA 3120 - BR 1061

STANDARD TIME
INDICATED ON THIS MESSAGE

Commercial
Cables



All America
Cables

Postal

Telegraph

(09)

ACCURATE
FAST
COURTEOUS

555 MAY 14 PM locc-1 w

W45 26=SANDIEGO CALIF 14 943A

HONORABLE GEO BURNHAM=

MC HOUSE OFFICE BLDG=

HAVE YOU HAD OPPORTUNITY TO PRESENT TO PRESIDENT OUR REQUEST
FOR HIS PICTURE ON COMMEMORATIVE COIN AS SUGGESTED MY LETTER
TO YOU APRIL TWENTY NINTH REGARDS=

G A DAVIDSON

X

X21-E

X876

x101

TO SEND A MESSAGE TELEPHONE NATIONAL 6600 OR ANY POSTAL TELEGRAPH OFFICE.
FOR MESSENGER TELEPHONE POSTAL TELEGRAPH OR RING POSTAL CALL BOX.

OFFICERS

G. AUBREY DAVIDSON
Chairman of Board
FRANK G. BELCHER
President
EMIL KLIKA
Treasurer
ROY E. HEGG
Secretary

CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION

EXECUTIVES

ZACK J. FARMER
Managing Director
J. DAVID LARSON
Executive Manager
WALDO T. TURNER
Director of Exhibits
FRANK DRUGAN
Executive Secretary

SAN DIEGO

BALBOA PARK

Phone: Franklin 7731

April 29, 1935.

Hon. Geo. Burnham, M. C.,
House Office Building
Washington, D. C.

My dear George:

This morning's mail brings three letters from you, which I am very glad to have.

I regret that Major Duvall, by reason of being a Coast Artillery officer is not eligible for the position of Reserve Officer advisor in this district. We do not, of course, know Major Van Fleet, who you state is to succeed Colonel Stillwell, but we hope he will fit in nicely.

I note your advices that Belcher has been advised as to the attitude of the Adjutant General toward the suggestions made by General Arnold. Hiscox may have some ideas on this which he undoubtedly has passed on to you by this time.

Regarding your advices relative to Col. Roosevelt, Assistant Secretary of the Navy, I am passing this on to the Chamber of Commerce to see that they have it definitely in mind, as we must see that he is exceptionally well entertained.

With reference to the coin, the next move will be the selection of the design. In this connection you will recollect that I spoke to the President about the matter and asked him if we could not use his picture. His answer was that that was an honor reserved for dead presidents, and he hoped he wasn't dead yet. However, it would appear that precedent has been shattered. I will call your attention to the coin issued in behalf of the Sesqui-Centennial in 1926, which carried a portrait of President Coolidge, and in a reference to this, made in what is known as Burt's U. S. Coin Book, issued by A.L. Burt Company of New York and Chicago, in 1934, I find the following: "The Sesqui-Centennial half dollar of 1926 has a profile of Calvin Coolidge, being the only example of a U.S. coin with a portrait of a President

Hon. Geo. Burnham

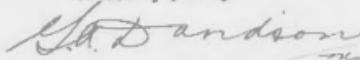
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still living when the coin was minted". With this knowledge, I am wondering whether we could not get the President to permit the use of his photograph. What I would like to see would be the President's photo on one side and a replica of the California Building on the other. Will you not kindly ask friend McIntyre to contact the President and see how he feels about it. If the Bill has not been signed by the President by the time this reaches you, the thought might be submitted to him at that time. Will appreciate an air mail reply.

With kindest regards and every good wish

Sincerely yours,



G. A. Davidson
Chairman of the Board