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.

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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
basis of entire equality and in terms of complete friendship. Surely such principles are the hope of our common future on this hemisphere.

The architecture of the Exposition traces the course of human progress in your part of the country. The design of the Federal Building is based on the genius of a great race which long ago developed an advanced civilization in the regions to the south of you. The influence of the later Spanish and Mexican traditions is apparent in different buildings. Other features portray modern social, economic and scientific developments.

What is before you represents progress, steps which have been taken and which have led us to this very moment in which we pause to look forward. I think that
we may well have confidence in our prospects. Government is being animated more and more by a desire for the well-being of the people as a whole. A new public conscience is demanding that those engaged in private enterprise in turn be guided by conduct based on good ethics and good morals as well as on thoughts of profit.

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
some day I shall -- but I now delegate to them on behalf of the present younger generation and of the unknown generations to come, the honor of throwing the switches that will illuminate the grounds and open the California Pacific International Exposition.
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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Mr. E. L. D. H Tested

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It is important and interesting that a great example

Prime should at this time be emphasized to future generations.
The selection of the people of San Diego tribe to headline the

California Pacific International Exposition, I believe,

creates special interest among the many and crucial with which our

country is confronted. No one can fail to feel the implications

throughout American history. No one can fail to feel the implications

of our high purpose. I mean our great adventure.

I shall always remember my visit with Vice President

Harriman to the Pan-Pacific Exposition in 1915. I sincerely

hope that later in the year I can again visit the Exposition.

Your Exposition is as inspirational one. You have

been progress to our national life, and the people of

other nations. They have been inspired to move and speak of

their aspirations. They also have participated in your efforts.

As much of your Exposition is Southern California

is closely associated with Latin America and I am sure you

must have noted with sympathy the increased call for

our assistance with our other Republic. Recently I have
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 basis of entire equality and in terms of complete friendship. Surely such principles are the hope of our common future on this hemisphere.

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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 some day I shall -- but I now delegate to them, on behalf of the present younger generation and of the unknown generations to come, the honor of throwing the switches that will illuminate the grounds and open the California Pacific International Exposition.
May 29, 1935

FOR THE PRESS

CAUTION: HOLD FOR RELEASE.

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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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 someplace near you. I wish I could see them--perhaps some day I shall--but I now dedicate to them on behalf of the present young generation and of the unknown generations to come, the honor of throwing the switch that will illuminate the grounds and open the California Pacific International Exposition.
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:

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 deny that we the inspiration of your high purpose. I wish you great success.

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THE WHITE HOUSE
WASHINGTON

May 28, 1935

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
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.

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 these countries. 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 this
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.

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

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I shall always remember my visit to the Pan-American Exposition in 1915. I sincerely hope that later in the year I can visit this new Exposition.
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,

[Signature]

Chief, Division of Protocol and Conferences.

Enclosure.

The Honorable

Stephen Early,

Assistant Secretary to the President,

The White House.
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FORSJED 5/28/35
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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[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. Jack J. Farmer,
California Pacific International Exposition,
San Diego, California
THE WHITE HOUSE
WASHINGTON

May 24, 1935

Secretary Roper wants copy of the
President's California Pacific International
Exposition remarks. Wire thru his office.
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 29, 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 theme 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
The White House
Washington

4WU MO 300 NL 6:54 a.m.
San Diego, Calif. May 20, 1935

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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.
Mr. Ingling:

This has all been taken care of.

P. L. S.
MEMORANDUM

5-15-35

TO:

Mrs. Ross, Director of Mind of State Art;
Miss O'Reilly, Arch Director

The Expo. have prepared plastic model
Submit to Director of Mind of Taxonomy,
will require a month at least after
receiving model

Fine Arts Team could support Artist
Sculptor. (See Mr. Cameron)

How about paper for opening.

NELLIE TAYLOE ROSS
29 May
11 PM EST
Press telewire - Campblin at San Diego
Ocean T Cal
Penny Bent
E
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 SYNOPSS TO WIRE SERVICE SIMULTANEOUSLY STOP NECESSARY THIS BE DONE BEFORE END THIS WEEK IF POSSIBLE TO EFFECT BROADCAST SCHEDULE REGARDS = FRANK E BELCHE CALIF PAC INTERNL EXPO.

THE QUICKEST, SUREST AND SAFEST WAY TO SEND MONEY IS BY TELEGRAPH OR CABLE
W43 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

x 21-8
x 876
x 101

TO SEND A MESSAGE TELEPHONE NATIONAL 8800 OR ANY POSTAL TELEGRAPH OFFICE
FOR MESSENGER TELEPHONE POSTAL TELEGRAPH OR RING POSTAL CALL BOX.
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 advice 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 advice 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 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..."
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,

[Signature]

G. A. Davidson
Chairman of the Board