

NATION'S PAPERS SPREAD FAME OF SAN DIEGO

THE NEW YORK HERALD, THE CHICAGO DAILY TRIBUNE, THE POST-INTELLIGENCER, THE PITTSBURGH DISPATCH, THE BOSTON HERALD, THE BOSTON EVENING POST, THE SALT LAKE TRIBUNE, THE SUNDAY GATE CITY, THE EVENING TELEGRAPH, THE CUMBERLAND PRESS, THE SAGUAWA COURIER-HERALD, THE SUNDAY SUNDAY NEWS, THE SAN DIEGO EXPOSITION, THE TEA & COFFEE TRADE JOURNAL, THE ROTARIAN, PAN AMERICA, MUSICAL COURIER, THE DES MOINES REGISTER.

EXPOSITION ENTERPRISE WINS GENEROUS PRAISE FROM SCEPTICAL CRITICS

IT HAS been estimated that during the year 1915 close to forty million persons in the United States alone have read about San Diego and its Exposition. This was due to the fact that practically every newspaper in the country at some time during the year devoted part of its columns to San Diego news.

Hundreds of magazines also printed articles about the Pacific coast which necessarily included mention of San Diego. Many of the articles were written by staff correspondents and in many instances special writers were sent from the East to write about California's two big Expositions. Most of these articles have been illustrated.

To reproduce even a tenth of the articles which appeared in various magazines and newspapers would require more than the entire space of this annual edition of the Union. The following characteristic excerpts, however, will indicate how widely the fame of San Diego has been heralded throughout the country:

The Nation: It may well be doubted if any one who, whether in memory or in more chronological sequence, exchanged the fogs and mists of San Francisco for the warmth and brightness of San Diego, will fail to recall the latter with peculiar satisfaction and delight. Where the northern Exposition was vast and overpowering, the southern was compact and friendly. Where the artists of the one sought and attained an eager, passionate brilliancy, those of the other strove, with equal success, for restfulness, devotion and quiet charm. The one voiced exuberance and revolt; the other, while no less joyous, was delicate and self-contained. Nowhere has the Spanish mission architecture been employed so successfully on so large a scale; while the landscape gardening, thanks in part to the superior artistic possibilities of the site—a high mesa overlooking the "Harbor of the Sun"—was distinctly richer and more fascinating than that at San Francisco.

National Magazine: Today on that mesa stands a gorgeous city of old Spain, and the land about the buildings, even down to the depths of the canyons, is covered with a thick growth of semi-tropical foliage, with lofty trees and spreading shrubs and low bushes, through whose deep green flashes the crimson of bougainvillea, and the yellow of the bright gold of the California poppy. The magic garden has taken the place of the desert. He who saw the land three years ago and sees it again today would think that some modern Atlantis had come this way and rubbed his lamp, or that a Merlin had waved the magic wand, and caused the Dream City to spring up. It has been a species of magic, but not the sort affected with the wand. Styles in magic have changed in the last few centuries, and the only

ing the sea and rich in vistas of canyons and mountains. Nothing like it ever has been attempted by exposition managers of the Americas and nothing like it ever has been brought out in accordance with such a standard of unity of size, architecture, exhibits and official attendants. In an esthetical appraisal of the country never has had the equal of the exposition in its unity and harmony of design and successful restoration of antique art.

The managers have not limited their originality to plans for buildings and for capitalization of all of nature's charms in a climate where they allure all the year. Both the primitive Indian and the pioneer Spanish exploration periods of local history are to be recalled in a way that will impress indelibly upon the memories of visitors, old and young, the actuality of events which historians, however luminous as stylists, cannot make equally vivid.

So much for the past. What of the present? In novel and persuasive ways the economic wealth of the adjacent southwestern region of the United States is being shown not solely through the conventional indoor exhibits of the great buildings set apart for that purpose. Far from it. Oranges are to be grown, packed and shipped from the orchards along the Exposition Alameda. Agricultural processes will be carried on in a model intensive way. The effect that this great school, showing outsiders what nature and man can do to increase the wealth of all persons who till the soil and who make merchandise of their produce. The effect that this will have on the "back-to-the-land" movement can hardly fall to be marked.

Review of Reviews: San Diego, California, six years ago decided to stake her future on a single throw—her Exposition. Many of her own citizens thought it a foolishly ambitious and risky venture, but the rest of the little city regarded it as preposterous. Nature had planned a great city on the shores of San Diego bay, "the great fair of the world," if the world only knew it. And San Diego proceeded in the following years to create an Exposition so enterprising and beautiful. One is tempted to ask himself if he has suddenly been transported into a bit of Old Spain, so faithfully has the atmosphere been reproduced in the architecture and tropical verdure on every hand.

The two world's fairs are entirely different. San Diego, having expected the most magnificent and complete of the display, such as the floral exhibits in the courts and gardens, oranges, lemons and grapefruit, and the most distinct marks of her sovereignty, and it was with this service distinctly recognized that the nation spoke through its servants.

Photo-Era: The one dominant note is the California building—a permanent structure of reinforced concrete, given to the city by the state of California. The buildings there are beautiful, setting is lovely, and it is all drawn in a scale with the Panama-California Exposition at San Diego. The buildings there are beautiful, setting is lovely, and it is all drawn in a scale with the Panama-California Exposition at San Diego. The buildings there are beautiful, setting is lovely, and it is all drawn in a scale with the Panama-California Exposition at San Diego.

Louis would have been an imperious and unattractive as trying to start a flirtation with Michelangelo's Moses.

They are not among those who regret that the vast structures at the big fairs are temporary and soon disappear. They are too huge for any everyday human use. They strike one with awe and amazement. The note of San Diego's fair is simply charm. It is a pleasure to know that a large part of the fair will remain permanently. We hope to see it many times.

Philadelphia Public Ledger: Words fall in any attempt to picture the charms of this region. But its reputation has long been spread abroad, and your Eastern people have been made to form an excited opinion of it, which this letter is intended to confirm and improve. I wish to give you a few of my impressions of the wonderful and unique Exposition which has just opened in San Diego and of this sunny Southland.

As I look out of my window to the west I see the blue waters of the Pacific ocean and a bay twenty-two miles long, at the "Harbor of the Sun." Beyond is Point Loma, a headland twelve miles in length, the extreme point of which is the military reservation, fine boulevards and fine homes of unsurpassed views of ocean on one side and bay on the other.

On a narrow strip of land, called the Silver Strand, is the Coronado Hotel, the most luxurious hostelry in the world. The grounds around this hotel are as handsome as any to be seen in the tropics, but not in a tropical climate, for San Diego is the best all-year-round "climate to be anywhere in the world."

It was like heaven with all the anxieties gone on a vacation when I first entered the grounds of the Panama-California Exposition in the lovely city of San Diego, far away in the southwestern corner of the United States. It was evening when I reached the city, and as I stepped after dinner as possible, I found the tower and minaret rising everywhere, white walls and red-tiled roofs gleamed in the soft brightness and flowers sprang up from the cracks of the walls and in the windows in a profusion which made their everlasting charm greater than ever. But not a soul was in sight. It seemed like a fairy tale, but it is a romance from the pen of a Clark Russell to some upon a noble city with all of its inhabitants fled. But later in the evening I went to the Exposition. The day more were to come and give the broad, lovely avenues less of a world atmosphere.

convey the intimation that, after all, San Diego will have nothing better than a side show.

Let it be remembered, first of all, that San Diego planned and prepared to have her Exposition before San Francisco had decided that she needed one. And when San Diego planned and prepared, she did it at her own expense. State aid was asked for and refused, but apparently, national aid was not even suggested. Enterprising citizens of San Diego conceived the idea of a fitting celebration of the opening of the Panama canal. The city was bonded for \$1,000,000, and another million was raised by subscription.

The San Diego patriots didn't quit when San Francisco jumped into the game, and they have prepared something which, according to all accounts, will be well worth seeing. San Diego has 100,000 inhabitants, or a population less than one-seventh as large as Boston, and there is no greater San Diego, so it is fitting that there is a Greater Boston, and yet that city has constructed something unique, inviting and artistic in the highest degree. Not to see the Exposition in San Diego and not to go to California will be like the visit of a European to Boston without a day or more at the Art Museum.

Dayton Journal: Edward E. Solomon, now in California, writing to the Journal from San Diego under second name, speaks in glowing terms of San Diego and the Exposition there. He says: "San Diego is a delightful place to winter. The weather for most of the time has been ideal, and the Panama-California Exposition here has been a delightful resort for much of the time. I hope our Dayton friends coming to the Pacific coast will not fail to visit San Diego, and celebrities have called it a 'dream, others a gem.' Vice President Marshall, when here, called it a 'pearl,' and it is certainly deserving of all these different phrases.

"It is hardly comparable to the Panama Exposition at San Francisco in size or exhibits, but the situation is a charming one, being located in a park of many hundred acres overlooking the San Diego bay on the southwest and the mountains on the east. The architecture of the buildings is mission style, and their outlines are most beautiful in shrubbery and different beautiful trees that grow in a tropical climate—pepper and the many and etc. The beautiful lawns surrounding these buildings give it a charm almost indescribable.

The San Diegans deserve great credit for producing such a beautiful and attractive exposition all within their own resources. This exposition is not in competition of the world's fairs, and the many and extensive buildings display the highest type of architectural art. One might doubt the wisdom of building such structures in a place that is as hot as San Diego, but the execution of the plan is deserving of the highest praise.