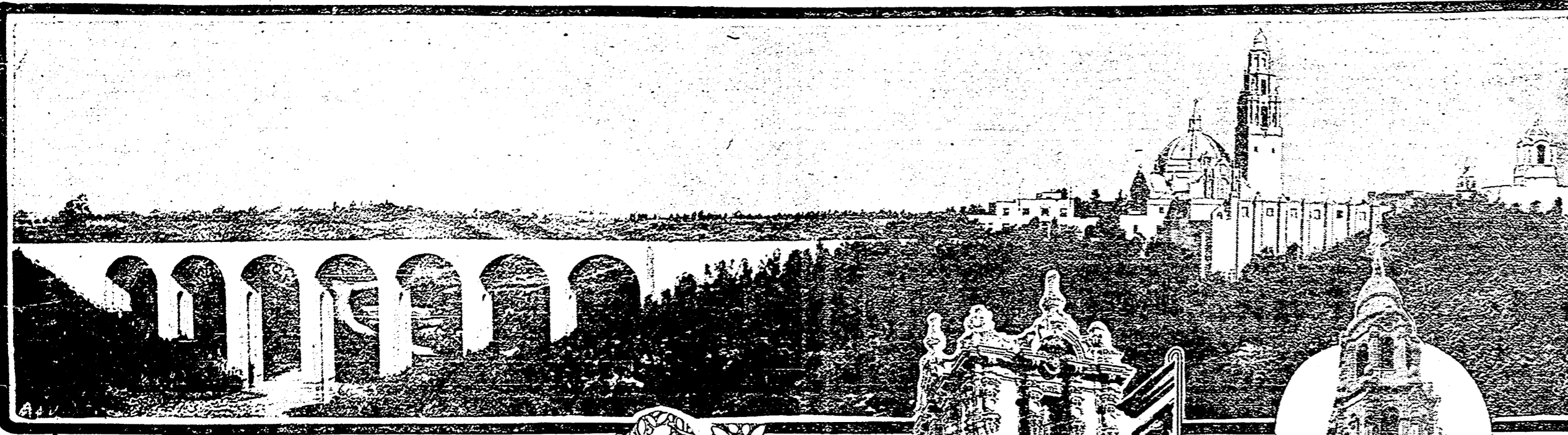
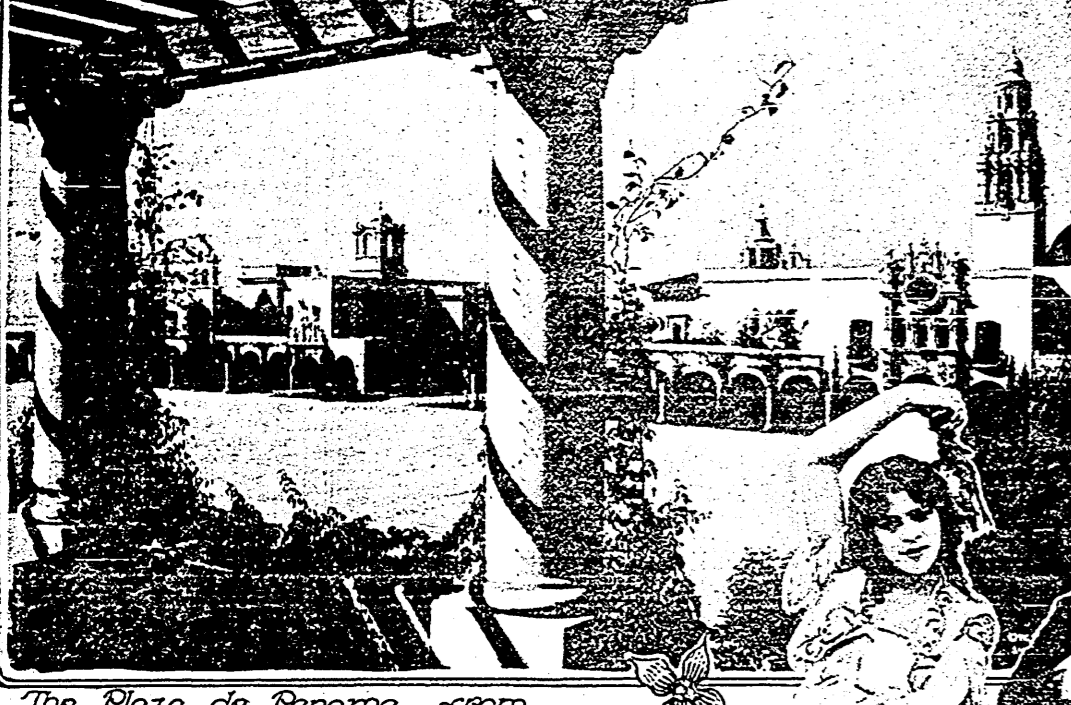


SAN DIEGO'S DREAM CITY SPARKLES LIKE A

Matchless Architectural Exposition In Midst of Semi-tropical Grandeur Invites World Tourists Second Year;



Panorama View of Exposition



The Plaza de Panama from an overhanging balcony

Exposition Beautifully Triumphant Closes First Successful Year

San Diego Pluck Praised; World Tourists Marvel at Spanish Dream City; Many Conventions Entertained; Liberty Bell Patriotic Attraction; Children Take Prominent Part; Financial Success Assured.

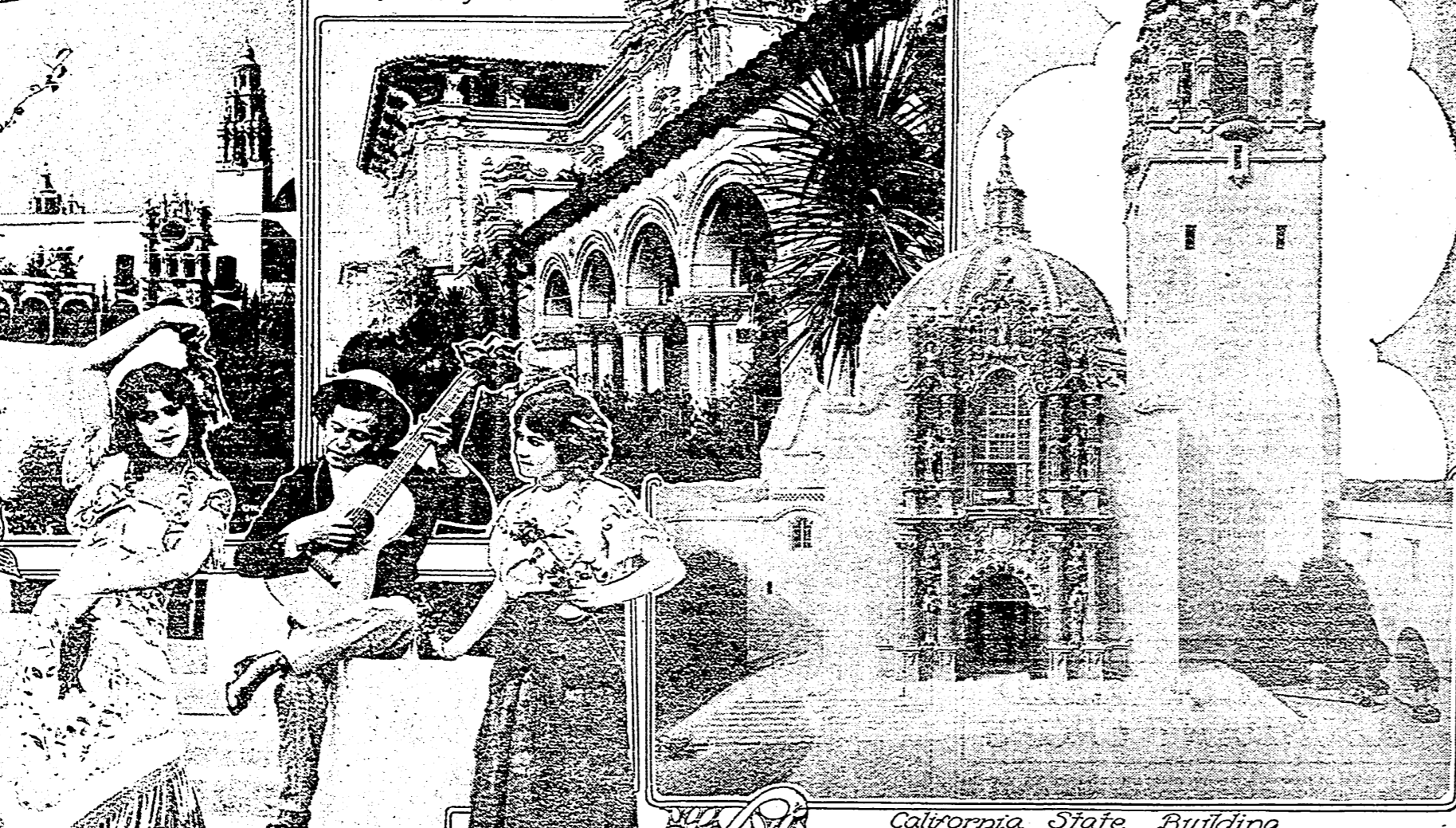
By LEWIS H. FALK.
Director of Publicity, Panama-California Exposition.

ATTENDED by practically 2,000,000 visitors from all quarters of the world, the Panama-California Exposition at San Diego has just rounded out twelve months of operation which will be set down in exposition annals as a distinctive achievement in the world of big endeavor. Like a thoroughbred which has made every spot a winning one, the Exposition has made each month of its operation since its opening January 1, 1915, return snug financial gain. Thus, such forecasts that have been made in the past that exhibitions at their best can be operated only a short time successfully have been contradicted. The prophets did not figure with golden climate, wealth of resources or immeasurable pluck and determination.

Three hundred and sixty-five days have elapsed since San Diego gave birth to its dream of years, and now, secure in success, this city of big ideas points with pride to its accomplishment, for the Exposition stands as a monument to its daring, business acumen and liberality. It is not a task of small proportions for a city of San Diego's size to build and operate an exposition which should win unstinted praise from world travelers.

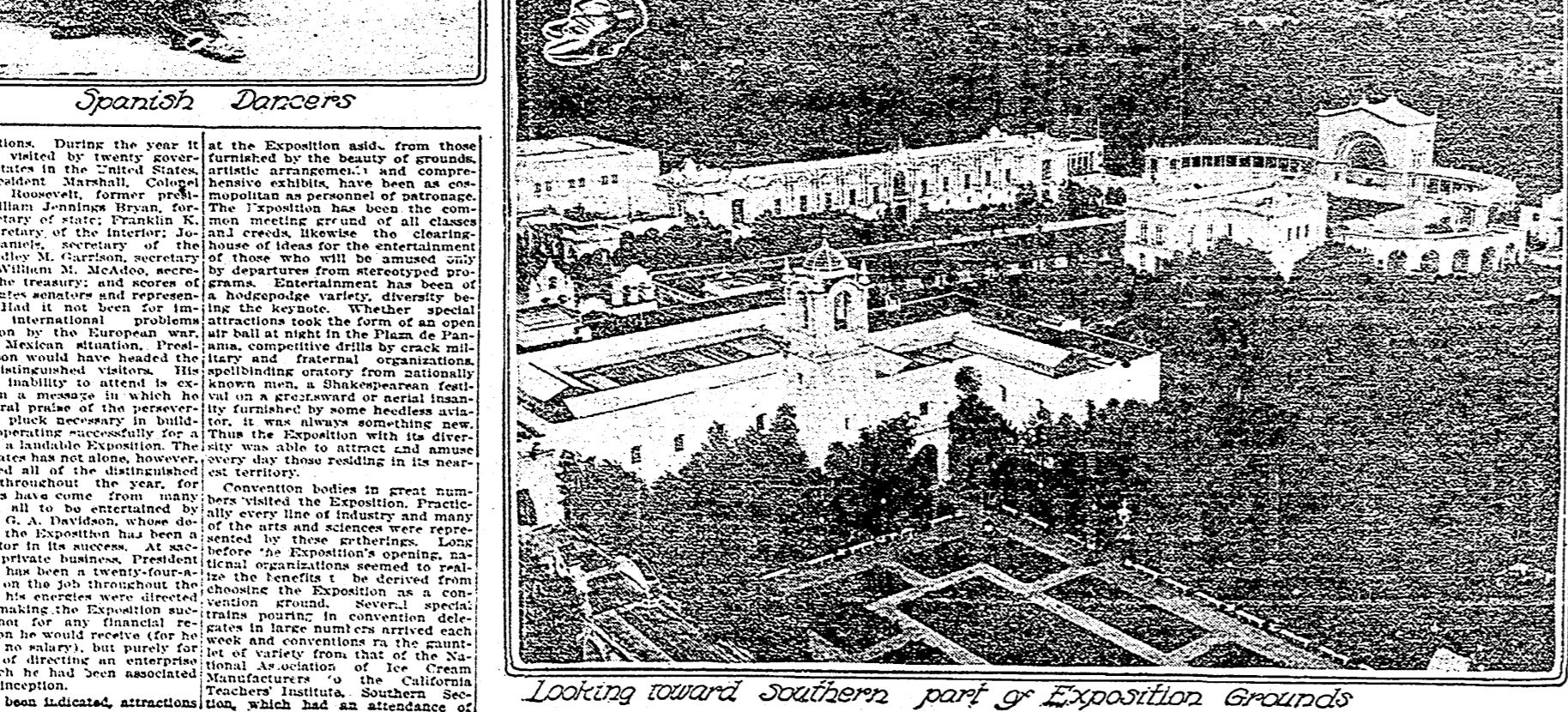
Is Cosmopolitan
With Europe's doors closed to tourists on account of the war, the Exposition drew a heavy attendance in its opening month last January, and the two continents have been back to their homes imbued with the idea that the sons of the West had built on a high mesh overlooking San Diego an Exposition beautiful as any in history and more different in detail from the one at San Francisco than the two continents could be considered rivals. Through the Exposition again increased. Accurate figures show that the attendance in November was approximately 125,000, while the month was operated in January, February and March. The tourist rate book closed in March and soon as

Along the Prado



Spanish Dancers

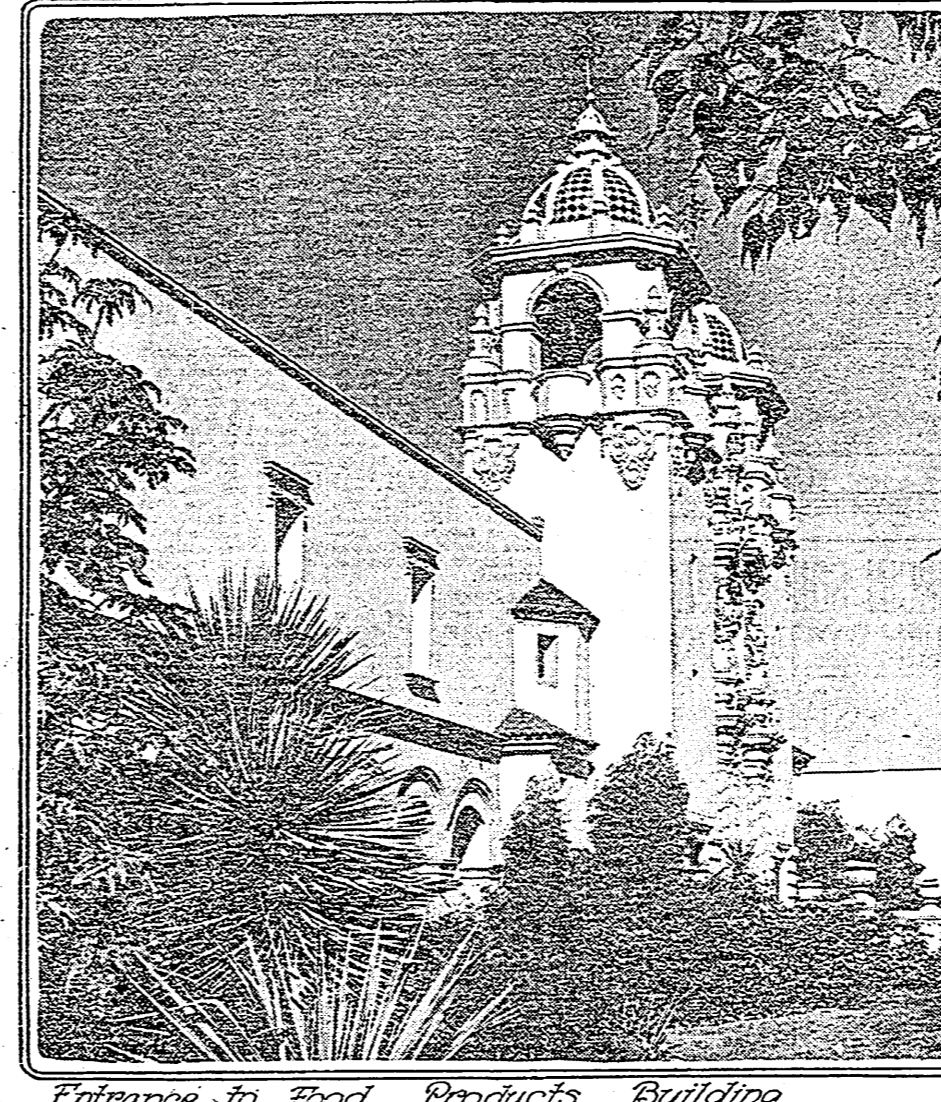
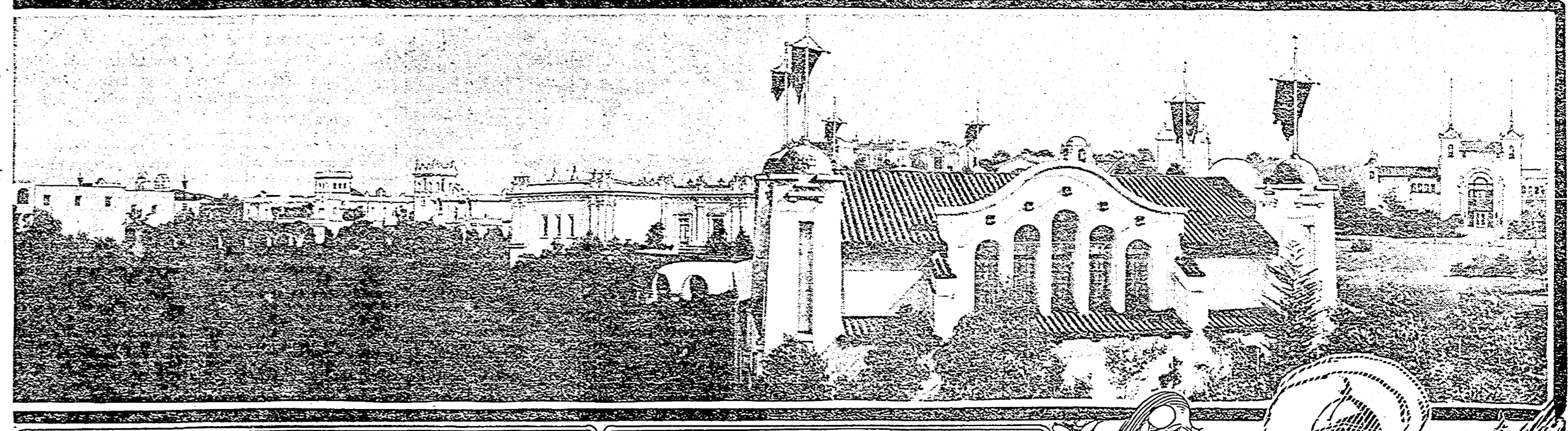
California State Building



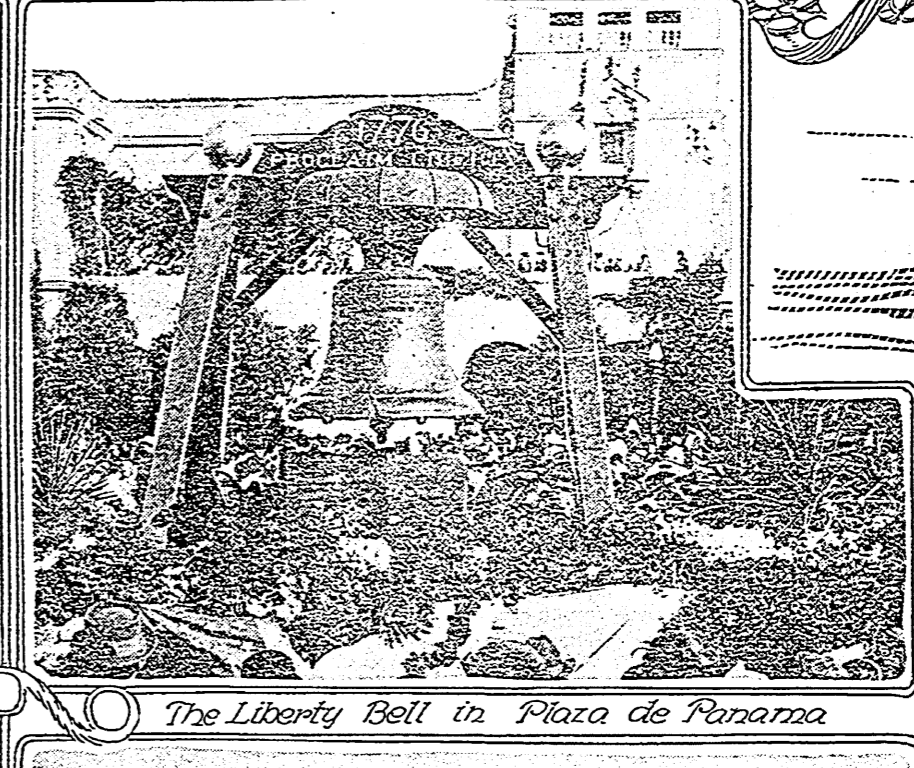
Looking toward southern part of Exposition grounds

RARE JEWEL BENEATH CALIFORNIAN SKIES

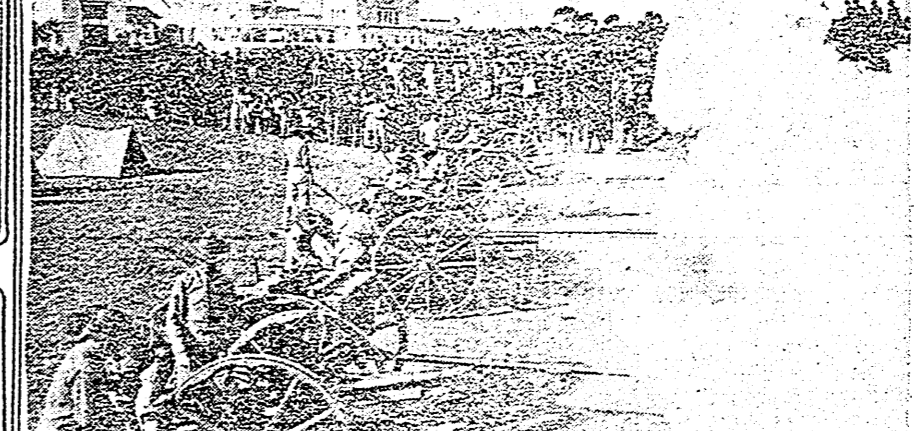
Golden State Demands Fair Continue As Nation's Host For Glory of Empire West of Rocky Mountains



Entrance to Food Products Building



The Liberty Bell in Plaza de Panama



Field Artillery Drill on Marine Grounds at Exposition



The Prado



Portrait of a man

each of the Exposition's buildings, which will be set down in exposition annals as a distinctive achievement in the world of big endeavor. Like a thoroughbred which has made every spot a winning one, the Exposition has made each month of its operation since its opening January 1, 1915, return snug financial gain. Thus, such forecasts that have been made in the past that exhibitions at their best can be operated only a short time successfully have been contradicted. The prophets did not figure with golden climate, wealth of resources or immeasurable pluck and determination.

As has been indicated, attractions in attractions. During the year it has been visited by twenty governors of states in the United States, Vice President Marshall, Colonel Theodore Roosevelt, former president, William Jennings Bryan, former secretary of state, Franklin K. Dawson, secretary of the interior, Josephus Daniels, secretary of the navy, Lincoln M. Garrison, secretary of war, William M. McAdoo, secretary of the treasury, and scores of United States senators and representatives. It had not been for its international problems and the Mexican situation. President Wilson would have headed the list of distinguished visitors. His presence at the Exposition was presented in a message in which he expressed his confidence in the Exposition and pluck necessary in building such a beautiful Exposition. The United States has not alone, however, contributed all of the distinguished visitors throughout the year. For President G. A. Davidson, whose invitation to the Exposition had been a factor in its success. At Davidson has been a twenty-four-hour man on the job throughout the year and his energies were directed toward making the Exposition successful in large part. He arrived each week and conventions for the maintenance of the Exposition. The California Teachers' Institute, Southern Teachers' Institute, which had an attendance of