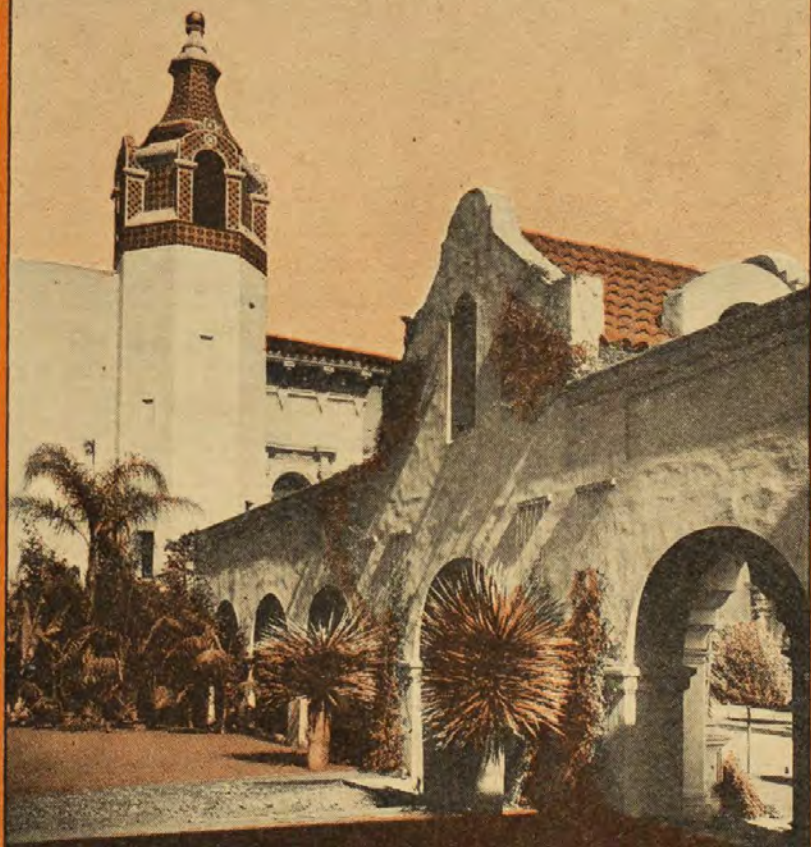


San Diego



ALL THE YEAR

1915

PANAMA CALIFORNIA EXPOSITION



On the Plaza de Panama

FOUR hundred and one years ago Balboa pushed his way across the continent which Columbus had discovered, and planted the banner of Spain on the Pacific. During the lifetime of the men who saw the enactment of that drama the flag of Spain was carried to the north and unfurled in the Harbor of the Sun—today the Bay of San Diego—and many years later came soldiers and sailors and priests

and colonizers of Spain, and started the first white settlement on the Pacific Coast of what is now United States territory, and again they chose San Diego.

Close to the spot where they landed, overlooking the bay where Cabrillo came, is San Diego's Panama-California Exposition, California's great Exposition Beautiful of 1915. Of Greek and Roman temples, huge buildings, broad lagoons, sizzling hot streets? Not this Exposition. Instead, a renaissance of the glories of old Spain, a city such as Cabrillo and his men must have dreamed of as they stood, perhaps, on that same lofty mesa, and looked down to the sea, to Coronado, to Point Loma, to the distant islands where the seals are at play and



From Across the Canyon Cabrillo, July 1, 1914. Extent Shown in Panorama One and One-quarter Miles

the million gulls and pelicans and cormorants make their nests, or back up the valley to the hills of Mexico and the snow-capped Sierras.

The Spanish city is one of austere missions, of ornate cathedrals, of graceful palaces. From the Prado, lined with acacia and a riot of the brilliant flowers of Southern California, rise tiled domes and fantastic towers, archways from which hang old mission bells. Along its full sweep stretches a double colonnade, overgrown with the gorgeous bougainvillea, opening here and there into a cool patio thick with palm and eucalyptus, a fountain plashing, a caballero leaning lazily against the wall and watching the soaring pigeons or the troupe of Spanish dancing girls whose bright-colored skirts are awhirl to the hum of guitar and the click of the castanet.

There are deep canyons of cypress and acacia, orchards of orange and lemon and grapefruit and kumquat, groves of the drooping pepper trees, lawns bordered by vineclad pergolas—and all swept by the steady breeze which blows from the sea, a breeze which makes San Diego a favored resort in summer and winter alike—and in spring and fall. No other section

of the country can boast the favors which Nature has granted to Southern California, where there is as little danger of severe heat in summer as of frost in winter, with protracted rainy season unknown. It is climate like this which has made possible the extraordinary landscape with which the Exposition, practically complete five months before the opening date, fairly stuns the visitor. It is climate which allows it to open on New Year's eve, and remain open full twelve months until the dawn of 1916.

San Diego's Exposition Beautiful celebrates the opening of the Panama Canal, on the Canal's formal opening to the world, January 1, 1915, and remains open all the year. It is more than a glorification of that which is past, the occasion of past world's fairs; rather a heralding of mighty achievements to come when the operation of the Canal brings about the certain development of the tremendous resources of the West.

To the man or woman who is weary of the smoke and grime and nervous tension of the city, the Exposition carries a direct appeal—the call of the land, a land of fertility and loveliness, of cheer and abundance. It does not



From a Cool Colonnade

promise alone; it demonstrates, and he who sees must understand. Today the Southwest which the Canal will open to the world is producing each year \$143,000,000 in farm products alone, and it is barely tapped. It is the possibilities of this vast empire which San Diego will tell to you and your neighbor next year.

Special rates are offered on all railroads and steamship lines, and all railroad tickets to the Pacific coast in 1915 include the San Diego Exposition at no additional cost.

Hotel accommodations will be obtainable at normal prices. This is the greatest opportunity to see the new West that has been offered, and full information is available from your ticket agent, or the Exposition, San Diego, Calif.

By Land or Sea, see that your ticket reads via SAN DIEGO. All The Year 1915.



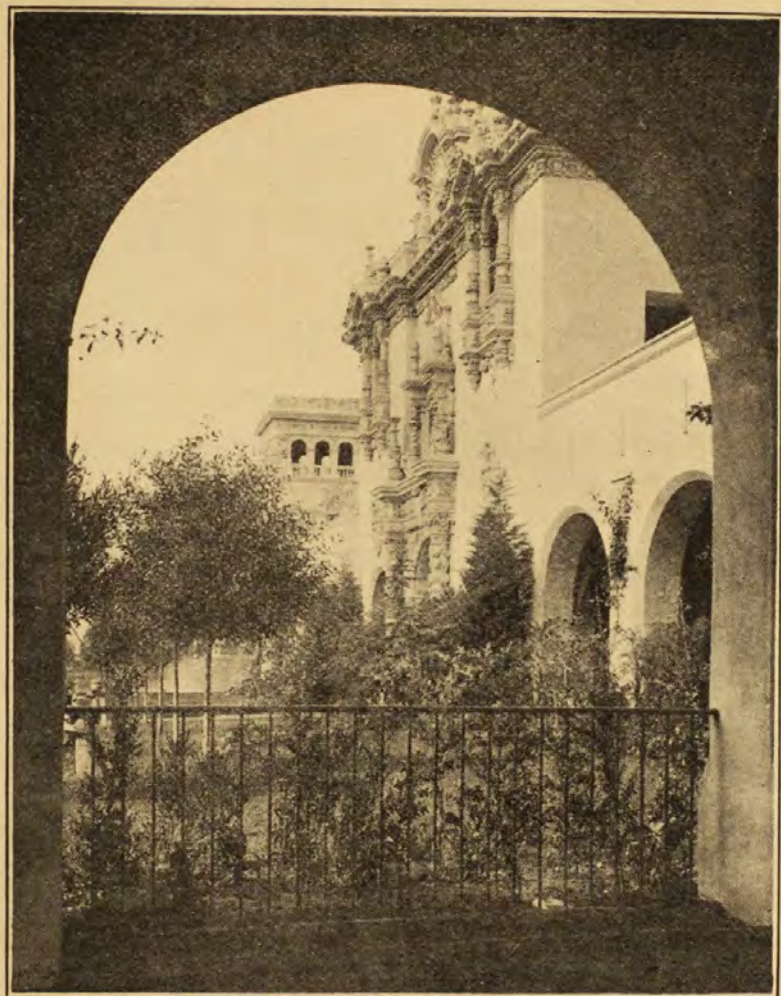
In the Patio of the Southern California Counties' Building

Typical of the Spanish atmosphere which pervades mission, cathedral and palace in the Spanish renaissance at San Diego's Exposition Beautiful.



A Pergola at the Edge of a Broad Lawn

The cramped quarters of world's fairs of the past, the heat and dust and turmoil—these are not at San Diego. Instead, there is space and verdure, and a joy of Nature that is as clear in the beauty of the landscape of sea and sky and rolling canyon and distant peaks as in the song of the birds that nest in the spreading pepper trees. The Exposition Beautiful has not alone the beauty of the Spanish architecture or of the landscape, or of the ornamental floral growth; rather the beauty of an exquisite harmony into which enter the fairest works of man and nature in complete, inspiring concord.



Ornate Entrance to the Foreign Arts Building

Spanish architecture concentrated its ornamental features. In the midst of a plain wall appeared a portal of exquisite carving, or above it a tower of lacy fineness. Yet more appealing than this delicate tracing by man, is the gift of Nature to Southern California, the wondrous growth of tree and vine and flower which spreads its lavish beauty over all.