



PANAMA-CALIFORNIA INTERNATIONAL EXPOSITION

UNIQUE
ENTRANCING
EDUCATIONAL
SAN DIEGO

OPEN
TWELVE
MONTHS
1915

PANAMA-CALIFORNIA INTERNATIONAL EXPOSITION

SAN DIEGO 1915

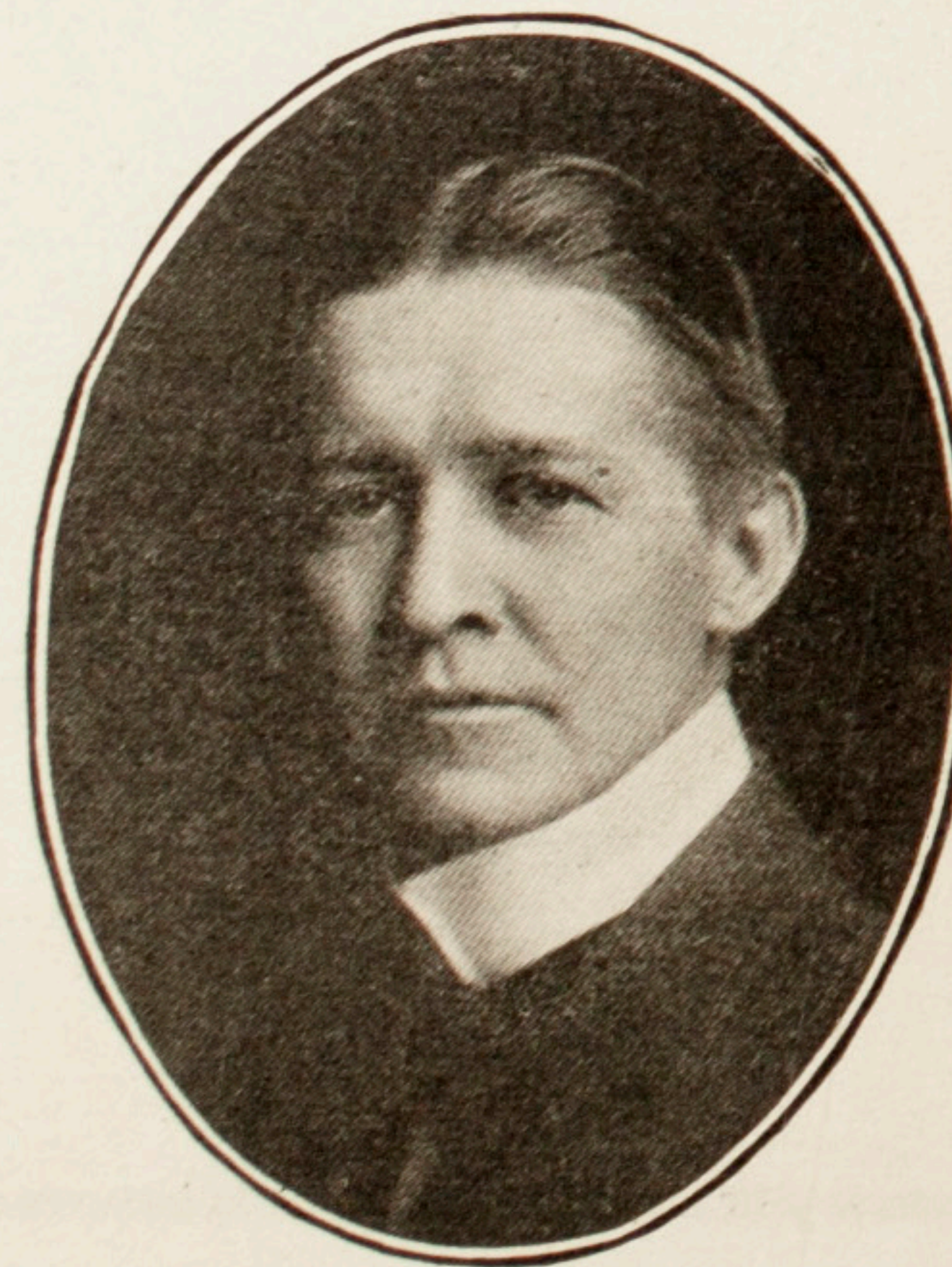


FRANK P. ALLEN, JR.
Director of Works

When the Panama Canal is opened to traffic San Diego will be the first Pacific Coast port of call north of Panama on United States soil for the vessels that pass through it. San Diego has a safe and commodious natural harbor, containing twenty-two square miles of anchorage space, and it is the most convenient inlet and outlet for commerce for all of that rapidly-developing portion of the United States known as the "Great Southwest". Also, it is naturally calculated to be the Pacific port wherein a great portion of the business between the United States and the Latin-American countries will be carried on in the years to come. Behind it is a region of vast extent, which by reason of its natural resources is capable of a high development.

These are the things that presented themselves to the minds of the people of San Diego when first it became certain that the great waterway would be built, and out of them came the idea of holding an international exposition in San Diego in 1915 to celebrate the opening of the Panama Canal.

And, as the idea began to take root and grow, many other things presented themselves to make all the stronger the reason for holding a great exposition in San Diego. Beyond the purely commercial aspects was the wealth of romance and tradition that clings to San Diego because it was the place of beginning of civilization on the Pacific shores of the two Americas. The harbor of San Diego was the first in the United States to hail a white



BERTRAM G. GOODHUE
Advisory Architect

man's sail. Cabrillo, brave old mariner, was first to find it. He sailed into its calm embrace on one golden September morning of 1542. He remained only a little time, and left no enduring mark when he sailed away. Viscaïno came soon after him, in 1602, and he, too, sailed away on his quest of gold, and left naught but a memory. But in 1769 Father Junipero Serra came to San Diego, not in a ship, but afoot, over the rugged mountains and the sandy plains, from Mexico City, and he stayed the time it took to plant the first seeds of civilization on the Pacific shores. The march of progress has been steady ever since.

The thought of the builders of the Panama-California Exposition in San Diego is that all the work that has been done throughout all the years since Father Serra came to San Diego, with its beautiful romance and its splendid tradition, may be portrayed through the exposition, and that along with this may be shown the wonderful possibilities of the future.

Commerce and all the industries will have their place. Art and the sciences will be a part. The modes of life of the aborigines will be contrasted with those of the people of today, and the keynote of the whole will be "Human Progress, Past, Present and Future."

Always, since the inception of the project, the plan has been to make this exposition entirely and absolutely unique—to make it different and to mean something more than the concept of any other exposition. Therefore, as it has already been planned, it will be unlike all other expositions in its outward appearance, in its scope and in its content.

Within a few months after the idea was advanced that San Diego could appropriately and with profit hold an exposition to celebrate the greatest physical achievement of man since history began, the people of San Diego, by popular subscription and a bond issue, had raised two millions of dollars to carry on the work. An organization had been perfected, with competent and trained men at the head of each de-

partment, and the work of planning the exposition was fairly under way.

The International Exposition at San Diego bids fair to be larger than any exposition yet held on the Pacific Coast, and it is certain that it will be the most beautiful and the most attractive exposition ever held. It is to this end that its projectors are now working.

But, notwithstanding that it is the intention to make it beautiful in outline, picturesque in setting and unusual in many of its salient features, its utilitarian purposes are broad and purposeful. It is to be the "Exposition of Opportunity," as well as a beautiful and spectacular exposition.

The special field towards which its utilitarian purposes will be directed are the Southwestern states of the United States and the Latin-American Republics, it being recognized by the projectors that there will naturally grow up, as a direct result of the opening of the Panama Canal, an immense interchange of com-

merce, and a strong social bond, between the peoples of the Latin-American Republics and the people of the Southwestern states.

The Panama-California Exposition at San Diego will be strongly educational, and it has been decided that irrigation, conservation and reclamation of arid and semi-arid lands, reforestation, colonization and kindred things shall be made salient features. The fact that the opportunity is presented at San Diego to make a great outdoor display, in striking contrast with all previous expositions, makes this concept all the more forceful.

It was in the nature of a tribute to the climate with which San Diego is blessed when the projectors of the Exposition determined to announce that the gates would open at midnight, January 1, 1915, and continue open until midnight, December 31, 1915. San Diego has the most equable climate in the world, and it is the intention to bring this fact to the attention of the world in this way. Records of the weather

bureau since its establishment in San Diego to the present time, show conclusively that San Diego can safely announce an all-the-year-around exposition with no fear of interruption for a single day by inclement weather.

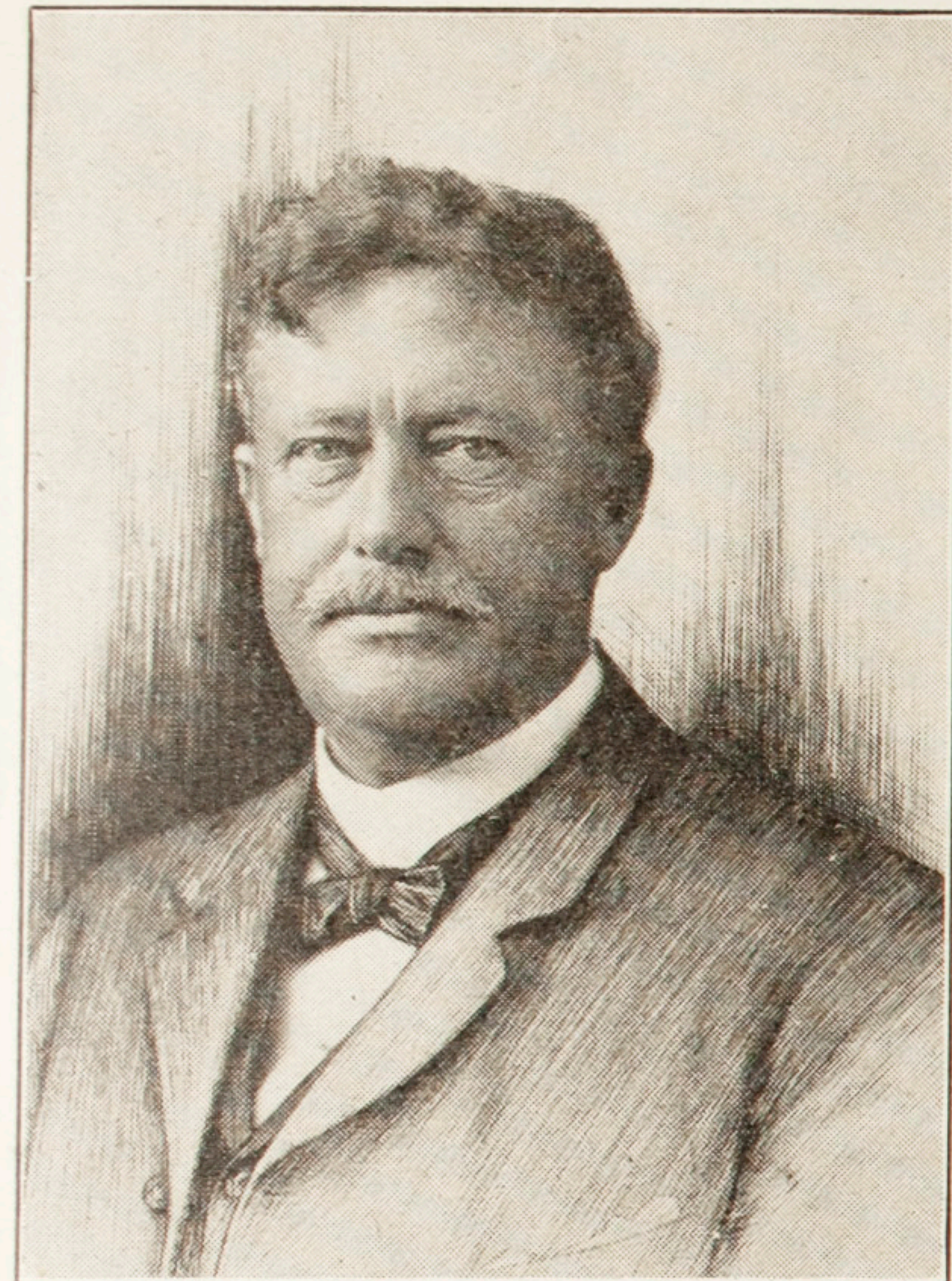
San Diego is coming to be recognized the world over as the play-ground of America. Its natural surroundings, the beauty of its location, its climate and its pleasure-loving people have tended to make it so. It offers pleasure to its inhabitants in various forms by reason of its nearby mountains, its magnificent land-locked bay; the islands that lie close to it, giving opportunity for every form of outdoor amusement. Yachting, motor boating, hunting and fishing, golf, polo, automobiling, mountain climbing, aviation, surf and still-water bathing—all these may be enjoyed the year around. And then, again, there is the climate—weather conditions that permit of more outdoor life than do those of any other city in the world.

The plan of the Panama-California Exposition is



Copyright, 1910, by Southwest Press Association

BIRDSEYE VIEW OF SAN DIEGO CITY AND HARBOR, WITH EXPOSITION SITE IN THE DISTANCE



U. S. GRANT, JR.
President

not along the lines usually followed by other enterprises of this character. Neither is it intended that this exposition in its detail shall be confined strictly to commercial and industrial exhibits. The scope of the San Diego project is in a measure limited to the resources and products of the Southwest and the countries contiguous or tributary to that

region, and it was decided that in commemoration of the completion of the Panama Canal it would be more to the purpose to furnish an exposition in which novelty, rarity, entertainment and educational and artistic features would predominate.

The vast and important interests now engaged in the reclaiming of the arid Southwest; the possibilities of a new world opening to the energy and enterprise of mankind, were deemed a basis broad enough on which to build an industrial and commercial exposition that would attract the attention of every nation. With this substantial and necessary adjunct it was decided to group the existing conditions of the region of which San Diego is to be the outpost when the new great track of commerce is laid from the canal to the Orient. This will include a gathering and classification of the aboriginal tribes of sub-tropical America with their industries, handicrafts and customs. It will also include everything archaeological pertaining to the past history of this section.

An exposition of the scope and intention planned by the promoters of the San Diego enterprise is especially adapted to the probabilities underlying the future of San Diego. This exposition is not only commemorative of the completion of the greatest engineering work of modern times, but it is the culmination of years of effort to build a city on the only land-locked harbor of the California coast except San Francisco Bay. This Exposition is also the real beginning of a new era in the history of the western world.

The distance from San Diego to the canal is three thousand miles, and this port will be the most convenient for coaling all steamers crossing the Pacific either way. When the San Diego and Arizona Railroad is

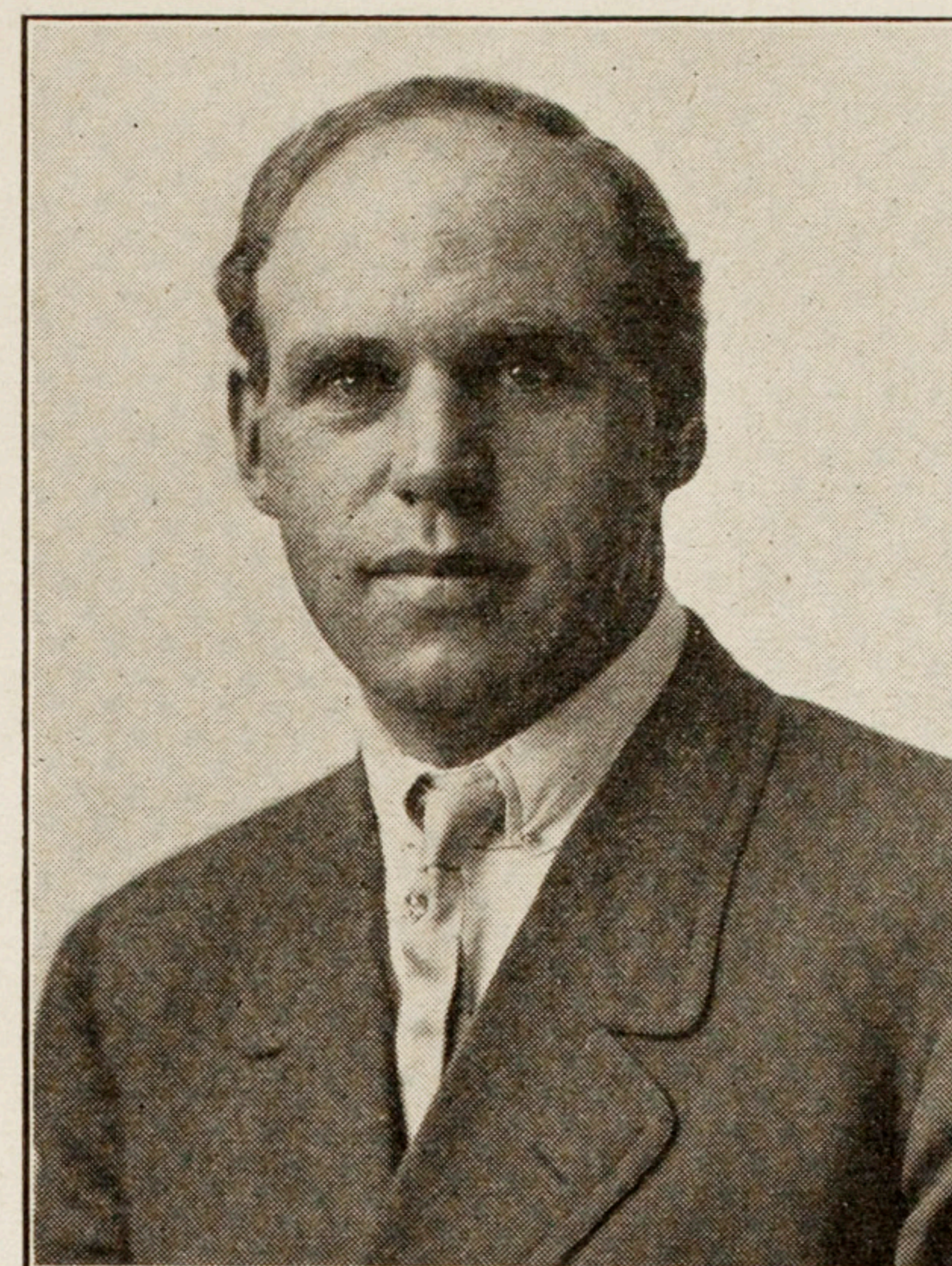


COL. D. C. COLLIER
Director-General

completed to Yuma, San Diego will be the terminus of the shortest route between the Middle West, the Southern States and Pacific tidewater. All fast freight and passenger traffic to and from those sections will necessarily pass through San Diego for trans-shipment coastwise and across the Pacific. San Diego will be the only practicable and feasible shipping point for this traffic and it has in consequence already earned the name of the "Gateway of the Southwest."

The enterprise, therefore, may not be regarded as provincial, but rather as one necessary to the exploitation of a region imperial in area and opulent in developing our latent resources.

San Diego will not attempt to rival San Francisco in the effort to promote a World's Fair. When the enterprise was broached in September, 1909, and when it was finally decided that the completion of the Panama Canal in 1915 would be a fitting opportunity to commemorate the beginning of civilization in California, it was also determined that the undertaking should be in perfect keeping with the unique character of that civilization and exemplary of the progress of events since the first settlement of the West and Southwest.



JOSEPH W. SEFTON, JR.
Acting Director-General

readily than the features usually exploited in a world's fair. The contrast between the strictly industrial and commercial characteristics of universal expositions and the artistic, unique and educational character of the San Diego exposition will be so marked that there can be no comparison.

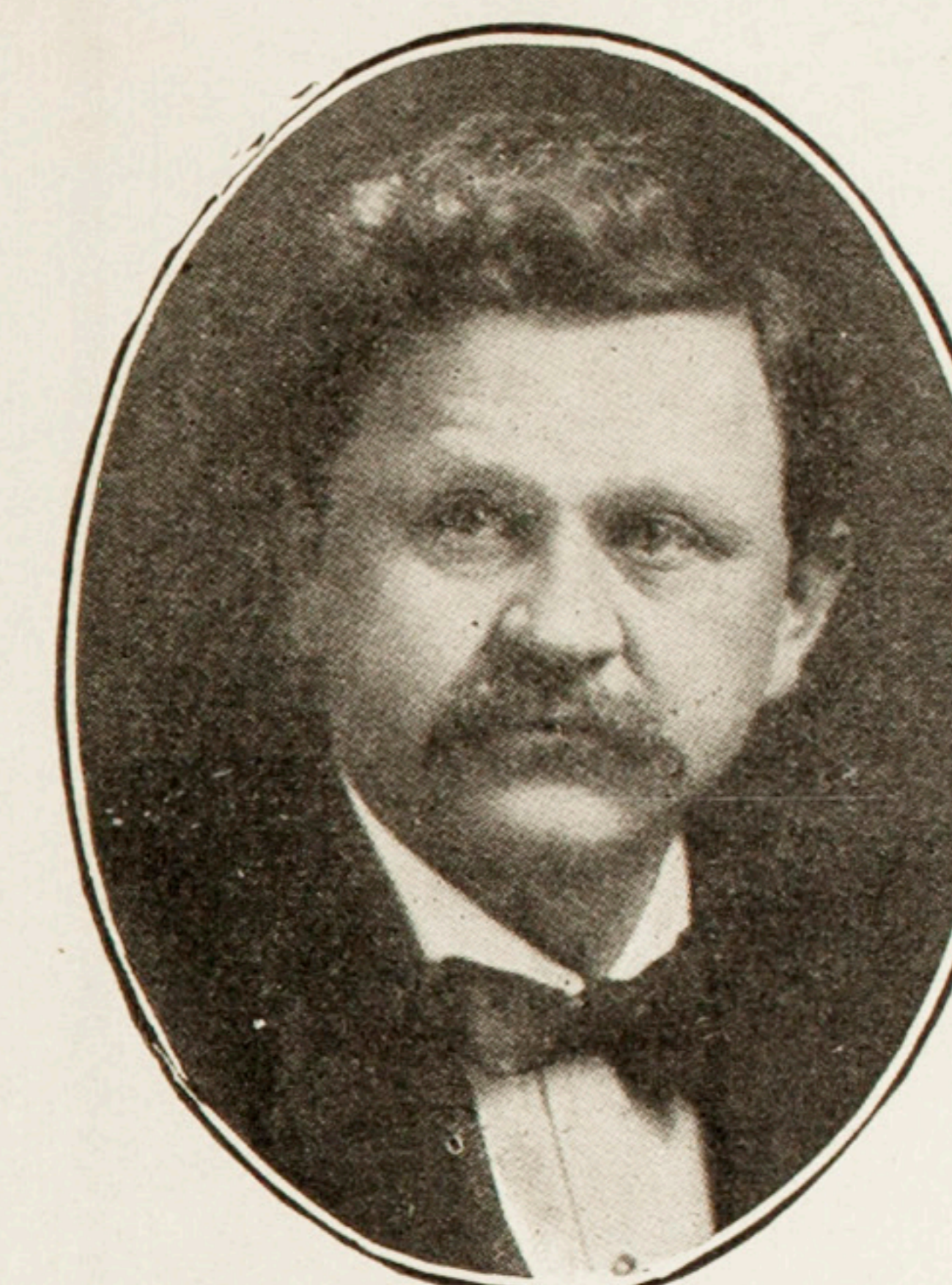
A prominent feature of the Panama-California Exposition is to be its Mission architecture. This will be one of the many unique features of an exposition wholly unique.

This product of the artistic and utilitarian purpose of the padres is to be the basis of San Diego's exposition architecture under the direction of Bertram G. Goodhue, a leading authority on Spanish-Colonial orders and types.

Balboa Park, the site of the Panama-California Exposition, is a reservation from the original pueblo of San Diego under the first Spanish grant in California. It comprises 1400 acres of high land intersected by deep canyons sloping gently from broad mesas.

From the higher elevations and the jutting promontories of this magnificent park one of the most beautifully diversified prospects in the world spreads away in every direction. To the eastward rises the purple Cuyamaca range dominated by Cuyamaca and San Miguel peaks; on the south the mountains of Mexico form a rugged sky line vanishing in the desert mists of Lower California; almost at the feet of the observer, like a herd of mastodons bathing in the sea, are the islands of Coronado; in the foreground to the westward is the long, level headland of Point Loma dividing the channel of San Diego Bay from the waters of the Pacific like the prow of a mighty battleship. Close within the near vision of the spectator is the

Consequently the Panama-California International Exposition will be something different from all other expositions. Its buildings will impress the observer with their novelty and their artistic adaptation to the fundamental purpose of the enterprise. The peculiar and exceptional industries that will be displayed will attract and hold the interest of the observer more



L. GRANT MONROE
General Secretary

the "Mission City", in which will be housed the displays of the Panama-California Exposition.

The official personnel of the Panama-California Exposition is composed of leading citizens of California, some of whom are known throughout the country for special ability or by reason of eminent achievements.

U. S. Grant, Jr., oldest son of the great soldier, is President of the Exposition. J. D. Spreckels, a prominent citizen of California is First Vice-President. G. A. Davidson, a banker, is Second Vice-President. L. S. McLure, a retired capitalist, Third Vice-President. George Burnham, a leading business man is Fourth Vice-President. F. W. Jackson, a banker, is Treasurer.

D. C. Collier, is Director General of the Exposition. He is a lawyer and business man to whose extraordinary executive ability, personality and character is largely due the prosperous condition of the enterprise.

Joseph W. Sefton, Jr., a banker and manufacturer, is Acting Director-General.

The Director of Works is Frank P. Allen, Jr., an engineer of national reputation, who supervised the construction of the buildings of the Alaska-Yukon Exposition.

Bertram G. Goodhue, the advisory and consulting architect is conceded to be the leading exponent of Spanish-Colonial Architecture of America.

L. G. Monroe is Secretary of the Exposition. He is one of the best known commercial executives on the Pacific Coast.

The Director of Publicity is Winfield Hogaboom, a California newspaperman trained to the work he has undertaken.



WINFIELD HOGABOOM
Director of Publicity

bay itself, the clustered villas of Coronado embowered in palms and sub-tropical foliage; and sweeping up to the verge of the park is the city of San Diego stretching right and left along the land-locked harbor.

The park is being planted with trees and foliage best suited to the soil and climate; the canyons will be terraced; roads and paths will be built; and in this setting will be erected the group of buildings to be called



Birdseye View of San Diego, Showing Exposition Location

(Drawn by C. Townsend Brown)



Ground Plan of Panama-California International Exposition, San Diego, 1915

(Prepared by Frank P. Allen, Jr., Director of Works)



PANAMA-CALIFORNIA INTERNATIONAL EXPOSITION

UNIQUE
ENTRANCING
EDUCATIONAL
SAN DIEGO

OPEN
TWELVE
MONTHS
1915