

# San Diego

## California's Great Exposition Celebrating the Opening of the Panama Canal California's Christmas Gift

IT is a big idea in gifts, and rather unusual, but one in which all the peoples of the world may participate; one which comes to a full realization on the stroke of midnight at New Year's Eve and lasts until another New Year's Eve in 1916.

The greater part of the United States and Canada—and if you insist, the Northern hemisphere of the old world—is buried today under snow and ice, or soon will be. The song birds are gone, the flowers are gone and the balmy days are gone.

But on the Pacific Coast, near Old Mexico, lies a city where the birds are singing, where roses are in bloom and the oranges are ripe, where snow never comes in and where it is always June. This is San Diego, the Mecca of those who wish comfort and health and happiness—it is the land where one truly lives.

To this land came Spanish sailors and Spanish soldiers and Spanish settlers in the centuries which have passed, and from their life sprang the traditions which still rule their arts and architecture and romance.

And in that Spanish atmosphere of mission and cathedral, of quiet patio and gay fiesta, has been built San Diego's Exposition Beautiful.



PATIO SOUTHERN CALIFORNIA COUNTIES BUILDING



THE PLAZA AS IT APPEARS TODAY

# Panama California Exposition

Five hundred miles to the north lies San Francisco, where during the greater part of 1915 will be held another Exposition, also celebrating the opening of the Panama Canal, presenting to the world many features differing from the Exposition Beautiful—the two supplementing one another.

When California celebrates, the Golden State's enthusiasm requires two outlets.

## This Is the West of Your Country

It is a West in which you find a civilization that pre-dates that of pre-historic Egypt; it is the Great West of the Grand Canyon, the Yosemite, the Yellowstone, the Painted Desert, the Great Trees; the Great West that is old, yet young. It is the West that you should see, and 1915 is the time for you to see it.

Throughout 1915 the San Diego Exposition Beautiful will be open, offering a gorgeous landscape of unchanging verdure, set with the flashing crimson and gold and purple of the Southwest coast, offering a dreamy renaissance of old Spain, with caballero and troubadour and señorita dwelling in the quaint balconies and plazas and patios of this magic city.

This is California's gift for 1915 for all the year. It cannot quite be delivered to your door on Christmas morning, but your nearest ticket agent will tell you all about it.



See that your ticket in 1915 reads **San Diego 1915 All the Year**

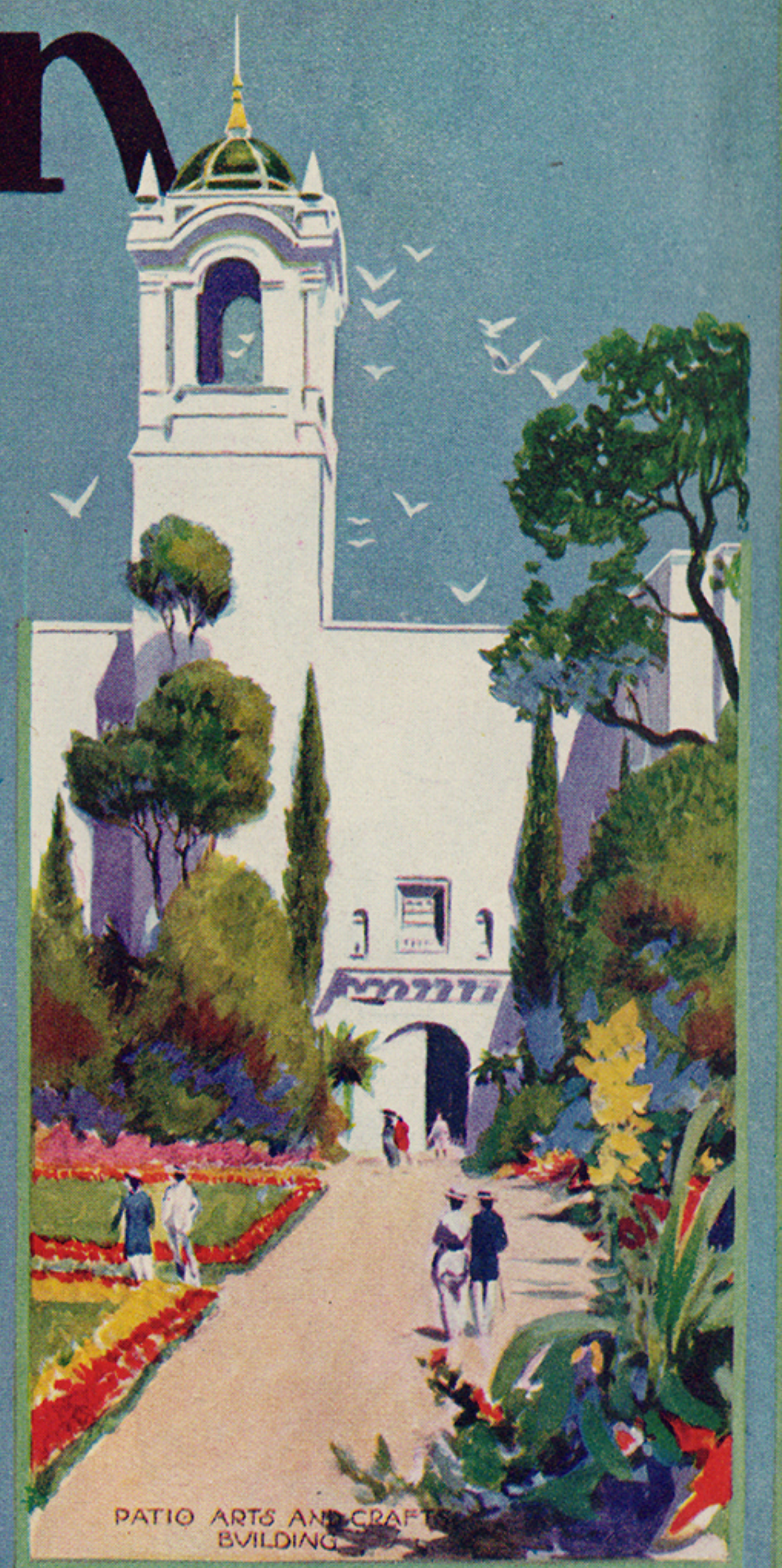
"Oh! España, como mi joven, corazón por ti latía en tiempos pasados."

—Longfellow.

"How much of my young heart, O Spain, Went out to thee in days of yore?"

—Longfellow.

**1915 All the Year**



PATIO ARTS AND CRAFTS BUILDING



IT APPEARS TODAY

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