



Photograph by the American Press Association, New York

GENERAL VIEW OF THE EXPOSITION—THE PUENTE CABRILLO IN THE FOREGROUND

THE FAIR AT SAN DIEGO

BY BENSEL SMYTHE

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 foolhardy proposition. Almost everybody outside of the little city regarded it as preposterous.

Nature had planned a great city on the shores of San Diego Bay, "the first port of call in God's country," if the world only knew it. San Diego was determined that the world should know it.

The dominant idea seized for the Panama-California Exposition was a complete Spanish city to suit the traditions and architecture of Southern California. The site chosen was a 1400-acre park in the city's heart, overlooking sea and mountains, business and residential districts. And San Diego proceeded in the following years to create an Exposition so entirely unique, and of such surpassing beauty as utterly to confound criticism.

Now is the dream of six years ago come true. The San Diego memorial to the opening of the Panama Canal is no longer a project: it is a "going enterprise." And like any other great new business concern, Uncle Sam is curious to learn how it is succeeding.

The REVIEW OF REVIEWS is the first magazine to publish the story of the San Diego

Exposition, "three months after the opening day." Throughout the West, and even in San Diego itself, the common report has been that the attendance is very meager, and that the enterprise is losing money every day.

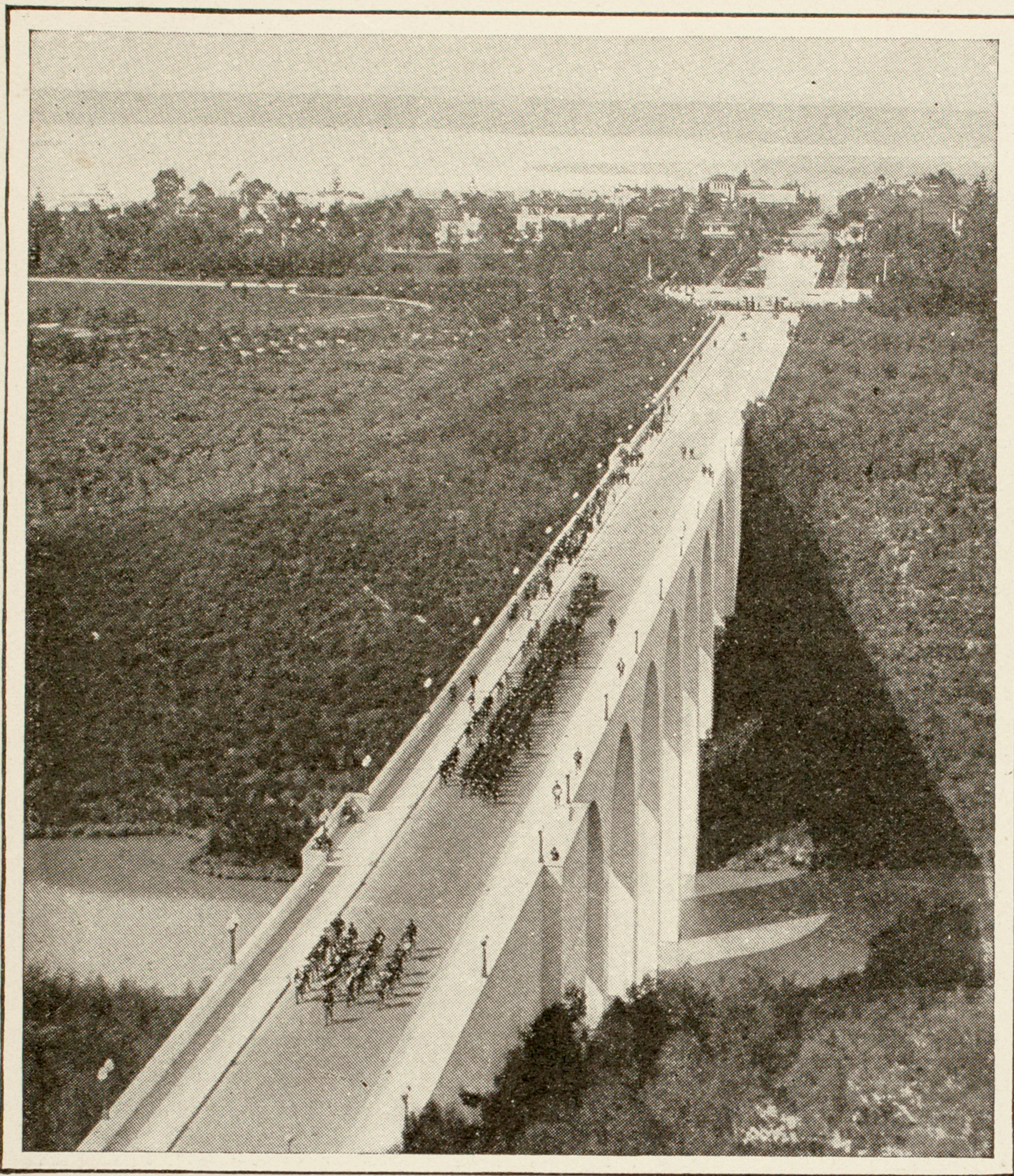
These are the facts, up to April third; and they have never before been made public:

THE FINANCIAL REPORT

The Exposition, as a business concern, lost \$3,000 in its first month, January. In February it made \$13,000 above its entire operating cost. In the month of March it made a net profit of \$24,467.97. The receipts for March amounted to \$64,439.28; the expenses were \$39,971.31.

The operating expenses at the start were fixed to care for a larger attendance than so far has been experienced. Expenses were materially reduced during the second month. The average daily expense during March and April is fixed at \$1250.

The San Diego Exposition is an \$8,000,000 business concern. The city bonded itself for \$3,000,000, and through State and additional municipal and individual aid another \$2,000,000 was raised. The value of the exhibits is approximately \$3,000,000. The



THE PUENTE CABRILLO, ONE OF THE WORLD'S FINEST CONCRETE BRIDGES,
A FEATURE OF THE EXPOSITION ARCHITECTURE

ground occupied by the Exposition itself, 614 acres, is in the midst of a magnificently developed 1400-acre park owned by the city.

THE ATTENDANCE REPORT

The complete attendance figures for the three months were also given the *REVIEW OF REVIEWS*, from the auditor's books. They are: January, 180,270; February, 133,168; March, 153,042. The average daily attendance the last two weeks in March was between 5400 and 5500. The average for the first week in April was approximately 6000. These records show that the number of people visiting the Exposition is steadily increasing with the growth of the year.

The Exposition is to-day on a money-making basis. It is conducted on strict business lines by a very able group of business men. There is reason to believe that it will pay a good dividend on its stock at the end of the year. This statement of facts will be a surprise, to California at least.

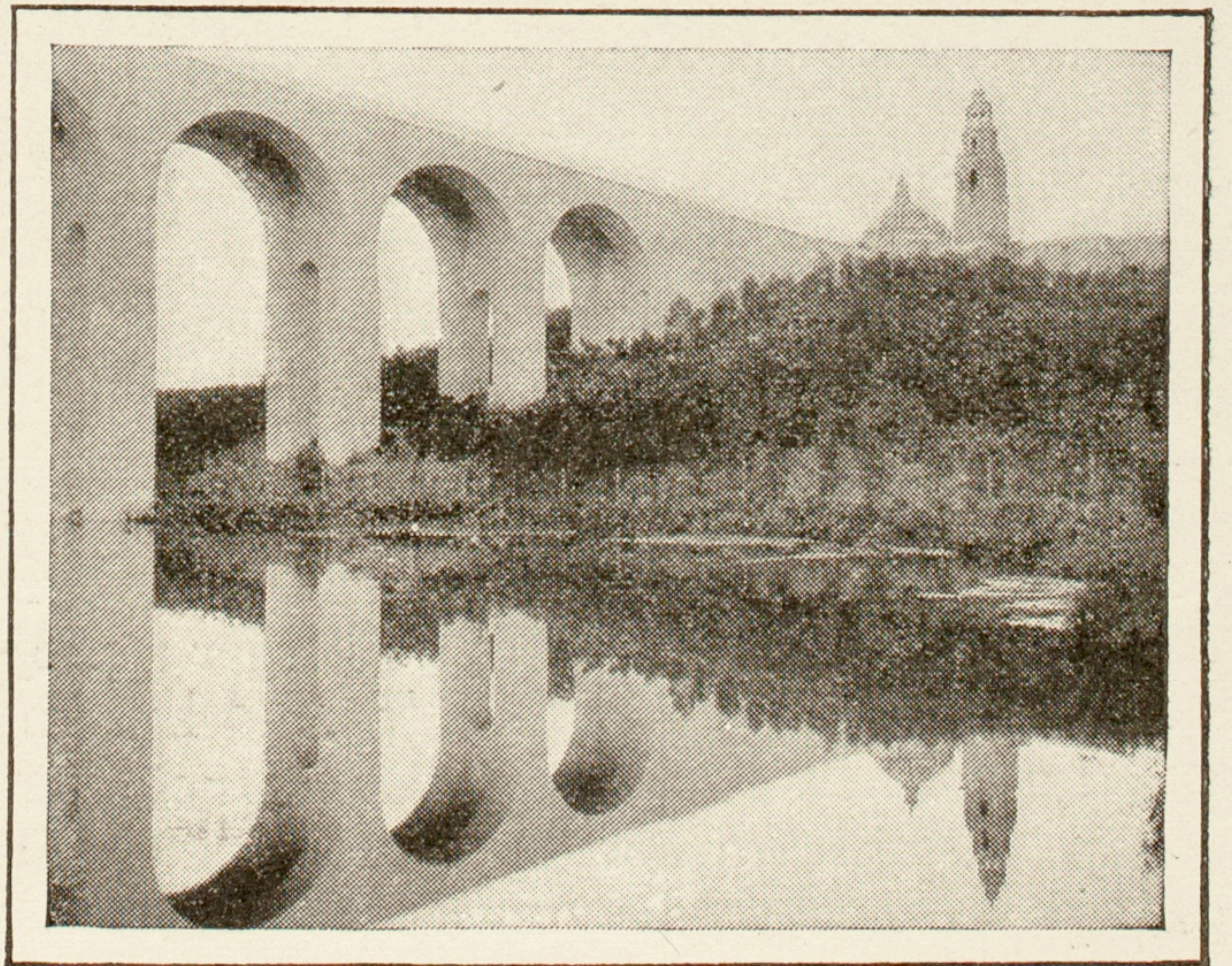
THE SPANISH STYLE OF ARCHITECTURE

Americans who have read much about California history, but who have not seen

California, imagine it to be a land dominated by the old Spanish Mission style of architecture, with Spanish crosses and Mission cloisters and arches peeping out from dense orange and lemon groves on every hand. The State has them all, although they do not dominate the landscape.

But for the people from all parts of the land who go to see San Diego's Exposition, it is their ideal visualized. There the fairy Spanish city is a reality. Old courts and patios abound. Stately towers reach into the restful blue of California skies. A carefully trained wilderness of tropical plants delights the eyes. It is a sweet and restful land, where "castles in Spain" seem realities; a land in which to "loaf and invite your soul."

The Exposition contains ten main exhibit buildings, and everything about them is true Spanish-Colonial in design. For sheer beauty of natural and architectural effects, this Exposition probably is the most delightful and satisfying spot in America to-day. The landscape gardening surpasses that of any other Exposition and is as nearly perfect as nature and man can make it. From the grounds one of the world's most beautiful views is commanded.



ANOTHER VIEW OF THE PUENTE CABRILLO

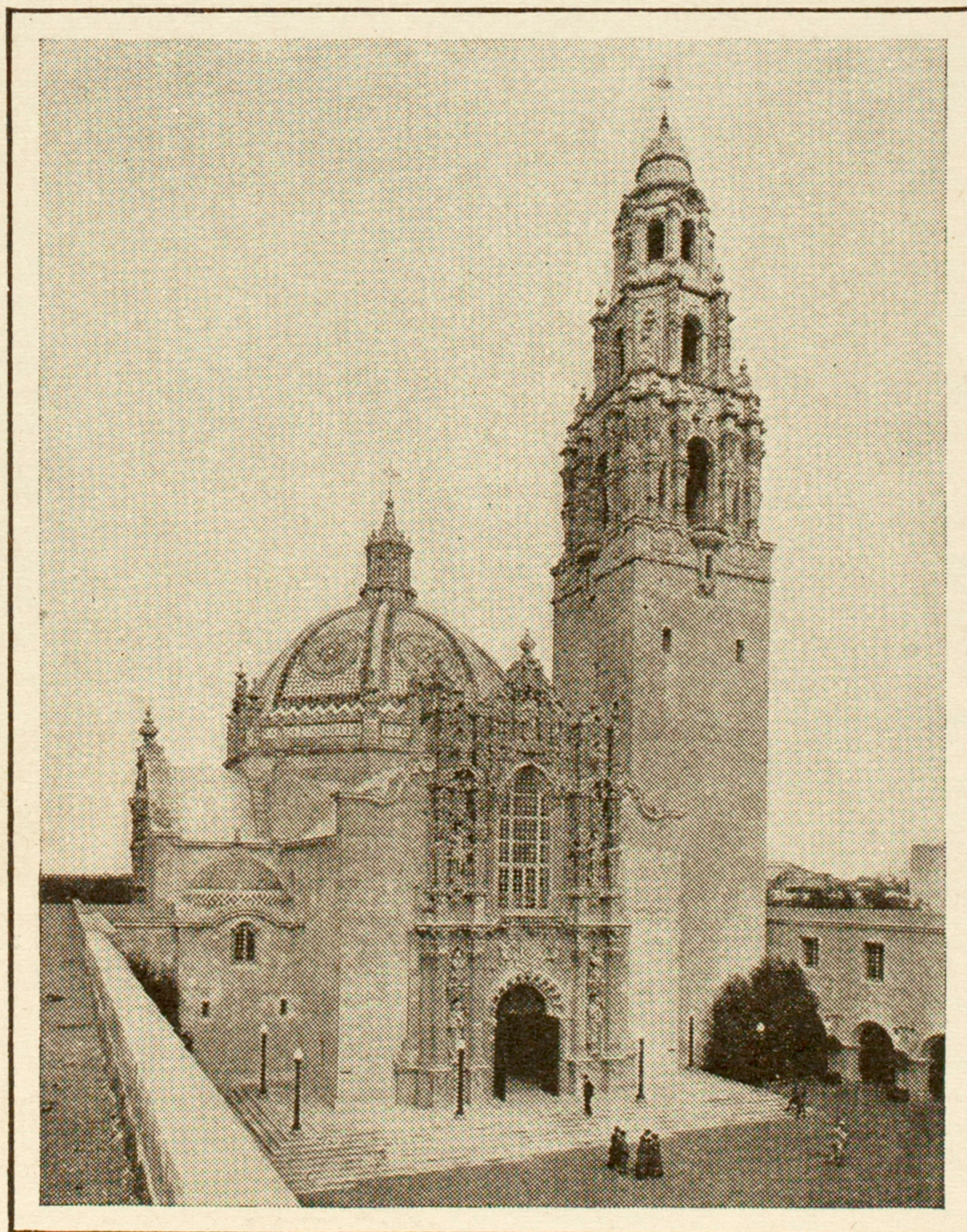


PART OF A CROWD OF SEVERAL THOUSAND LISTENING IN FEBRUARY TO AN OUTDOOR CONCERT OF ONE HUNDRED VOICES AND THE LARGEST ORGAN IN THE WORLD

(The organ, costing \$100,000, was the gift of John D. Spreckels)

THE EXHIBITS

The one weak spot for San Diego is the exhibits. There were not enough exhibits available in the world this year entirely to satisfy the ambitions of two great Expositions holding forth at the same time in the same State. San Diego has many varied and marvelous things to show in her buildings, but it is in no sense a "world's fair." It is, however, the most complete presentation of what California and the



©1915 Panama California Exposition

THE CALIFORNIA STATE BUILDING

southwestern part of this country have done and are doing that has ever been made. The history of the politics, science, and soil development of the Southwest is here in vivid form. Nine-tenths of the total exhibit space is now fully occupied. Probably the most interesting single feature is the ten-acre model ranch, started in the grounds four years ago. We see that and we all wish we had just such a little ranch in California somewhere.

ACCOMMODATIONS FOR THE VISITOR

It is safe to tell the many thousands of people in the East and Middle West who plan to come to the Pacific Coast during the summer and fall that they will be well pleased with the way San Diego treats them. They can afford to spend four or five days there. Between two and three days at least should be spent at the Exposition. A day should be set aside for rest, as exposition-seeing is hard work. Another day can be used in viewing San Diego itself and her very attractive surrounding country.

When the tourist reaches Los Angeles, which is the gateway to San Diego, he may take the trip the rest of the way either by rail or by water. The train reaches San Diego in three hours and a half, and it is a delightful five hours' ride on the sea.

A careful investigation has determined that San Diego hotels and apartment-houses are not attempting to "hold up" the tourist. They have signed an agreement with the Exposition to charge regular winter rates, which are about one-third higher than summer rates, but are by no means excessive. Restaurants and cafeterias (the latter a great California institution) have not raised prices one cent. The cafeterias furnish good fare at very moderate prices.

The street-car service to the Exposition is first-class in every respect. People are carried to the grounds direct from every section of the city. The service is supplemented

by the new "Jitney" auto buses, several hundred of which are operating.

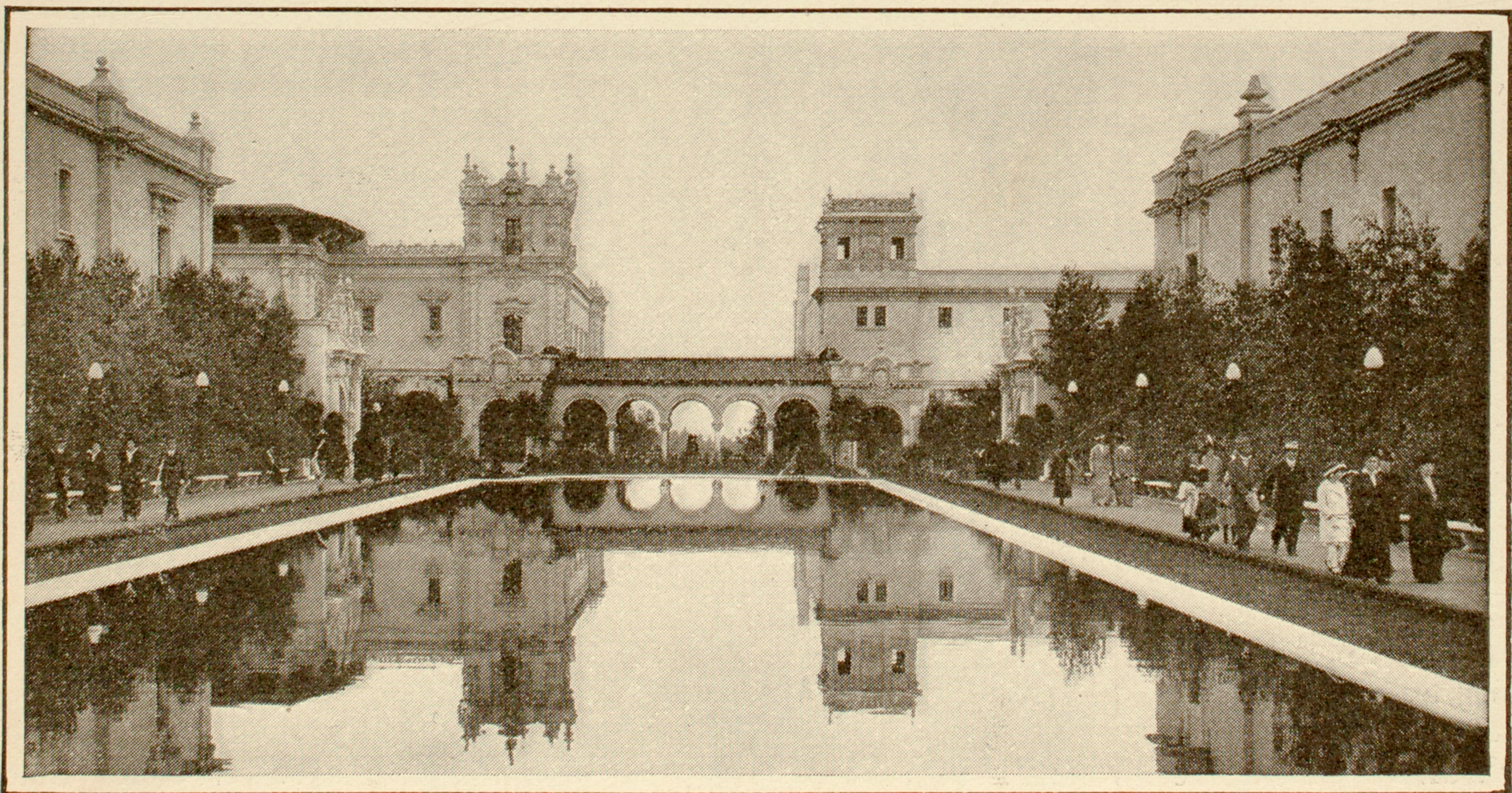
A man and wife in average circumstances can live very well in San Diego for one week, go to the Exposition every day and spend a little money on its "Isthmus," for between \$35 and \$50. And as much more as they desire.

So far this season the travel to the Exposition has been largely composed of the "private car" and "stateroom" class. The two largest and most expensive hotels have been full every day. The railway yards have been well filled with private cars and special trains have been quite a regular feature.

With the close of schools and the beginning of summer vacations it is expected the rush of the great American middle class to California will begin. It is probable that many people from the States of Utah, Arizona, and New Mexico, and from Southern California, will spend their vacations at San Diego.

The city is not crowded. There is plenty of room, and plenty of really comfortable room, for all who will come, and there is every indication that the Exposition will have a successful attendance throughout the summer.

For a city of some 70,000 people, San Diego has done one of the biggest and most wonderful things in the history of American cities. Her Exposition would be a distinct achievement for a world-metropolis.



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ACROSS LA LAGUNA DE LAS FLORES