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The **PACIFIC COAST**
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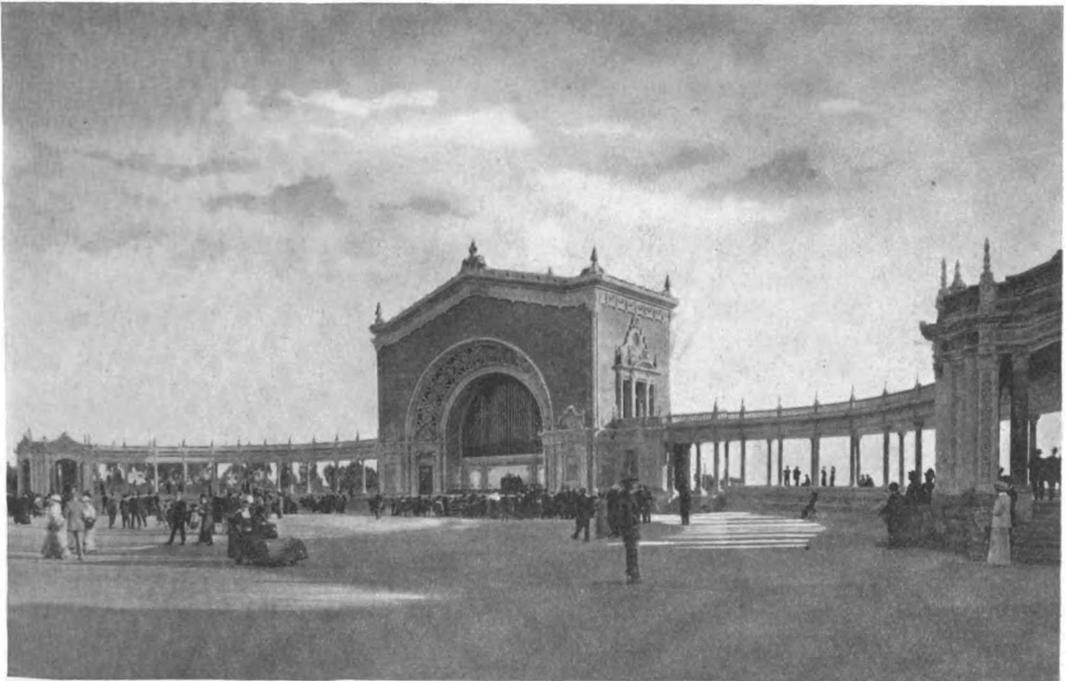
San Diego's Exposition a Mecca



California editors to the number of 150 or more, with members of their families, will make their formal inspection of the San Diego Exposition late in May, according to the announcement of Friend W. Richardson, president of the California Press Association.

the state press assisting in the welcome of the national body.

The San Diego Exposition has advanced well into the fourth month with an extraordinary record of steady increases in attendance. For the first time in exposition



The Great Out-of-Doors Organ

The editorial excursion starts at San Francisco on May 15, and the following day the writers will arrive at San Diego for a four-days stay. Arrangements are made for entertainment at Coronado, and there will be numerous special events staged at the exposition to appeal to the visitors.

In the following month the National Editorial Association sweeps into Southern California, visiting San Diego before the trip to the north and the Panama-Pacific exposition. There will be a delegation of

history the San Diego fair went on a paying basis in February, nearly doubled net profits in March, and now promises a much heavier April profit.

Current business shows a dominance of travel from the Eastern seaboard. Information from railways, steamship lines and tourist agencies points to the influx of heavy business late in May. In June the Eastern delegates to the convention of the American Nurses' Association will pay San Diego a visit en route to San Francisco, the

convention city, and from then through the vacation season will come probably the biggest tourist business of the year to view our wondrous expositions.

The largest outdoor organ in the world is proving to be one of the greatest attractions of the San Diego Exposition, and the daily recitals are attended by fully three-quarters of the day's visitors, a large number occupying the benches which fill the Plaza de los Estados, in which the organ is situated, but most of them scattered the

are heard easily at almost any point of the grounds and when the breeze is exactly right have been heard at a suburb six miles away, according to voracious citizens of that suburb.

The People's Chorus is engaged for monthly oratories at the exposition, the dates being so selected as not to interfere with the concerts planned by the Apollo Club of Chicago, the Mendelssohn choir of Toronto, and the Tabernacle choir of Ogden, Utah. Being assured of clear



Feeding the Pigeons on the Plaza de Panama

full length of the esplanade and the connecting Plaza de Panama or in the adjoining balconies. The full tones of the organ

weather arrangements for the outdoor programmes can be made for an indefinite distance ahead.

