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ENTIRE

YEAR



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PANAMA-CALIFORNIA EXPOSITION

THE SAN DIEGO EXPOSITION

PANAMA - CALIFORNIA
EXPOSITION

San Diego,
California.





THE Exposition San Diego is now building to celebrate the opening of the Panama Canal, and which is to be held throughout the entire year of 1915, is of a different scope and character than any exposition ever held. It has been planned from the start along lines that are unique in exposition building, and it is apparent, from a consideration of the plans as they have been formulated, that the states and countries participating in this exposition will get more real value and effectiveness from their exhibits than has been the case at former expositions, or than they could possibly get at an exposition built along the lines of the former big expositions.

The states and countries participating in the exposition at San Diego are given the opportunity to make individual and distinctive exhibits, in which they can exploit their resources and opportunities to the very limit of their possibilities, and in such a way that the hundreds of thousands of visitors who will come to the exposition not alone for the pleasures of it, but to investigate conditions, may get clear and distinct and definite knowledge regarding the things they wish to know about.

It will be the very best investment the people of any state or country can make to put a comprehensive and eloquent exhibit at San Diego that will show not merely what the products of that state or country are, but what resources it has, what opportunities it offers to the homeseeker, the investor and the tourist, what possibilities there are for development and what its advantages are as a place wherein to live.



SAN DIEGO HARBOR SCENE

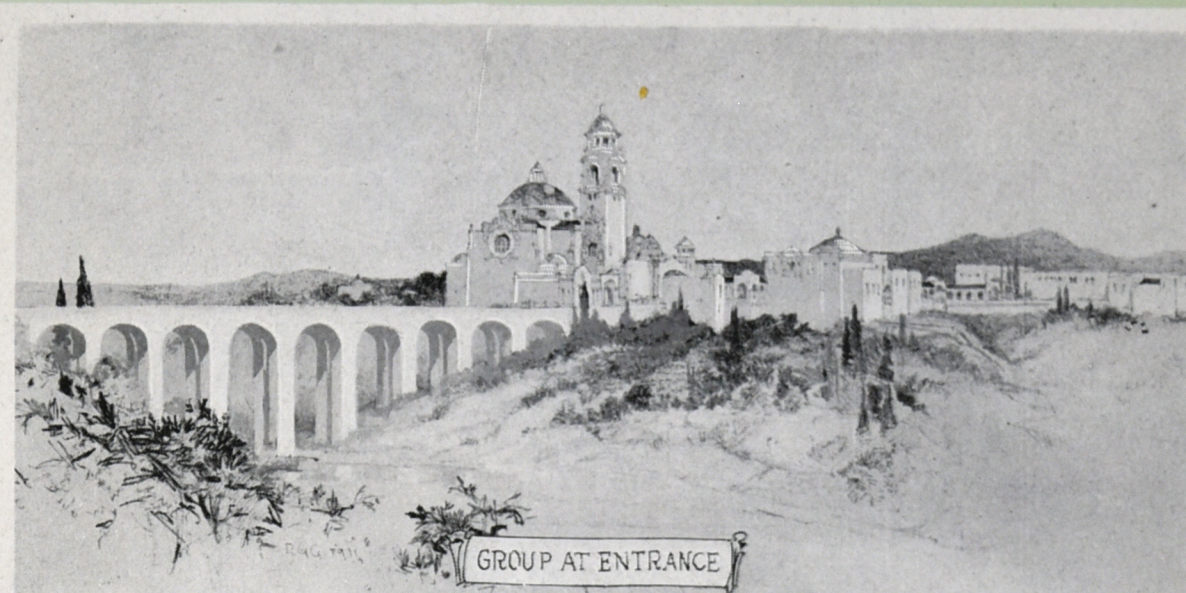
The people of San Diego are now spending millions of dollars to build this exposition, and they offer to others the same advantages they themselves have in presenting to the world their attractions. Every state and country is asked to come to San Diego and participate to the fullest extent, and to secure all the advantages it can by so doing.

The San Diego exposition will be very attractive, because of its peculiar architecture; the natural beauty and charm of its site, and its physical surroundings. It will have a great number of visitors, and they will stay longer at this exposition than have the visitors to any previous exposition.

There will be special exhibits to demonstrate the value to the Western States of such aids to their development as irrigation, reclamation and colonization.

This exposition will call attention in a forceful way to the vast areas of good, but at the present time unproductive, land in the states of the Rocky Mountain and Pacific Coast regions, and all of the states that have a comparatively small population today, but where there are natural resources capable of development to sustain a population as dense as any country in the world. From the every nature of the exhibit to be made this exposition will stimulate travel, and create a larger interest in trade, in agriculture, and in the possibilities of the West generally.

The advantage presented by this exposition is that such exhibits as any state may make will be all together, rather than scattered according to classification throughout the various buildings and in various parts of the grounds, as



GROUP AT ENTRANCE

has been the case at other expositions. The plan gives the state the opportunity to show the visitor at one time everything it has to interest him. He can see it all in one building and on one plot of ground. Thus the visitor will not go away from the exposition with a confused and hazy recollection of a great and conglomerate mass of meaningless things, but, rather, with a clear and definite knowledge of what each Western State is doing, and what new people can do in each state.

The San Diego Exposition will be, in fact, an exposition of opportunity, and of the West. The exhibits will be exhibits of actual progress. Each state and section will endeavor, in its own way, to first attract the visitor, and then to present to him all that it has to show in the effort to secure him as a settler or investor.

San Diego's Exposition is to be unique. Also it will be the most interesting exposition ever held, because its exhibits will be vivid and for the most part in motion. It will attract visitors from all over the world; visitors who are tired of the cities and want to get back upon the land; visitors who are at the same time homeseekers, who want opportunities for new investments in new fields of endeavor. Because of all these reasons, the San Diego Exposition offers to the states, countries and individuals the greatest opportunity they have ever had in which to exploit, each in its own way, and in a spectacular and attractive manner, its developed and undeveloped resources now awaiting the influx of new blood.

When it is known that at this exposition, as at no other,



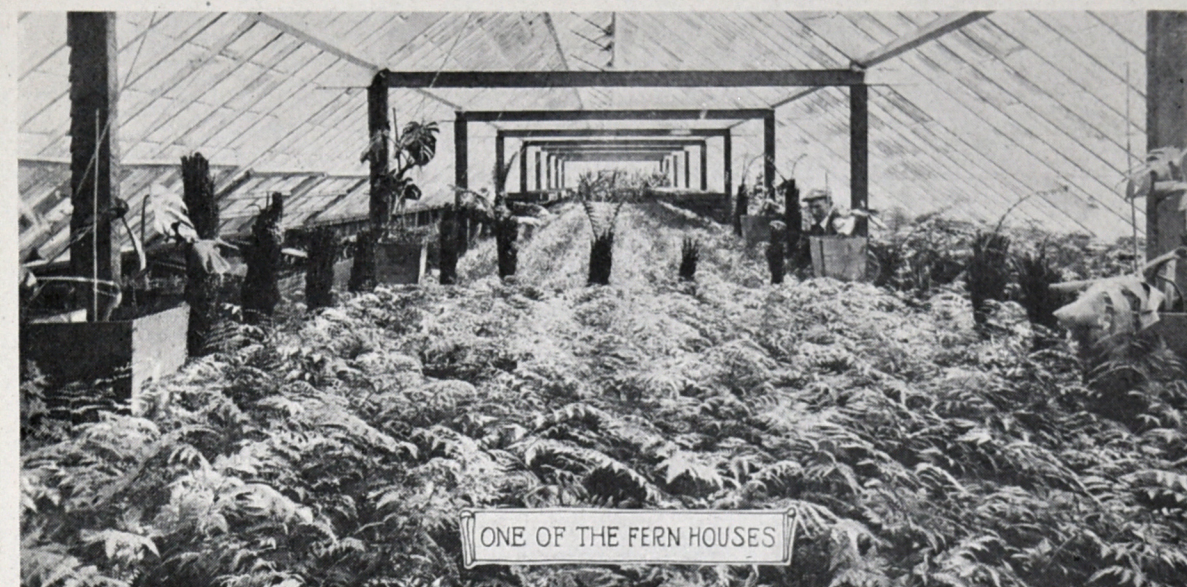
every state in the great western half of North America is exhibiting its developed and undeveloped resources to be examined and decided upon, thousands of discontented, land-hungry men in the United States and Europe will come to San Diego to see and decide for themselves.

It is the work of the states that desire increased population, industrious husbandmen and busy workmen, to locate them. If a man desires to go into the dairying business, the locality that makes a specialty of fostering the dairying business will be able to interest him. If he happens to be a miner, the states that offer the greatest inducement to the prospector and the miner will be able to interest him. If he be a cattle-man, that state best suited to cattle-raising will get him. If he be an irrigator, that state with the greatest government reclamation projects not yet settled up will get him. If he be a manufacturer, that state making the best inducements in the way of cheap power, material and fuels will get him.

To reduce the matter to a question of expediency, let it be admitted that the states west of the Mississippi River need millions of homemakers. It is a well known fact that each new home in any state west of the Mississippi River is worth an average of one thousand dollars a year to that state.

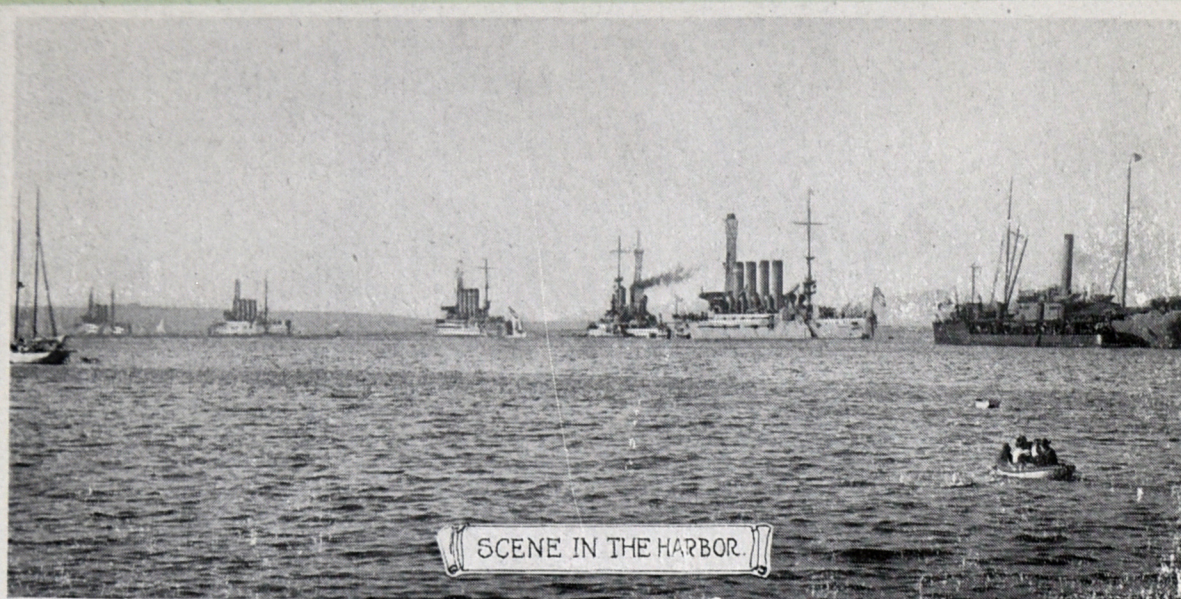
There is no limit to the number of these desirable settlers any state may be able to get through its participation at San Diego.

San Diego is holding this exposition because it is the first port of call on the west coast of the United States north of



the Panama Canal, and the natural seaport of a large tributary inland country. The Panama Canal will be open to the commerce of the world some time in the year 1913. This will be the signal for a readjustment of routes of travel from Europe and the eastern coast of the United States, to the Pacific Coast and Rocky Mountain regions. Formerly the only route of approach for millions of desirable immigrants who wanted to settle on the fertile lands of these regions has been from east to west through the gateways of the Atlantic coast. Comparatively few of these immigrants have ever reached the States west of the Missouri River. But one out of every eight inhabitants of the United States live in this territory, over half our total area.

With the opening of the Canal, all this will be changed. Steamship lines already are readjusting their rates and arranging docking facilities in Pacific Coast ports. San Diego, with her magnificent harbor, is being made a passenger terminus for trans-Isthmian steamers, second in importance to none on the Atlantic Ocean. Many steamship lines already have made preliminary arrangements for docking space, and all of them have announced that the rates for immigrants from common European points through the Canal to San Diego will be only slightly in excess of those that now prevail between Europe and the Atlantic ports of the United States. This means that the immigration agent in Europe will point out to the intending immigrant the ease and cheapness with which he can reach the west coast of the United States; how better it will be for him to enter via San Diego, than it will be to land at New York, or Boston, and pay for and take a long railway journey.



During the next three years the activity of preparation for the exposition, and the completed project itself, will be one of the sights of the world. Every visitor to San Diego will see these preparations during the pre-exposition period and will see the exposition itself during the year 1915. The very fact that the states and countries are spending millions of dollars in preparing for the exposition, will call his attention to these states and countries. The exhibitor thus will have the benefit of three years of publicity, and it is not idle to say that exhibitors can look forward, with a reasonable amount of justification, to attracting a large number of desirable settlers through their pre-exposition activity, to say nothing of the thousands who will see the completed exhibits in 1915.

The site of the San Diego Exposition includes over 600 acres in Balboa Park, in the very heart of the City of San Diego. An enormous amount of work has already been done in preparing the site for the opening in 1915. Hundreds of men are now at work on buildings, street development, plantation of grounds, excavation for foundations and propagation of plants in the nurseries.

The type of architecture is Spanish-Colonial, following in an artistic way the best-known specimens of this type of building on the North American continent—the famous missions. Every structure in the grounds is to be built in this style, making of the exposition a harmonious whole. The most prominent of these structures is that of the State of California. Modeled along the lines of the famous cathedrals of Central America, this building will rise 371 feet above the base of the architectural composition of which



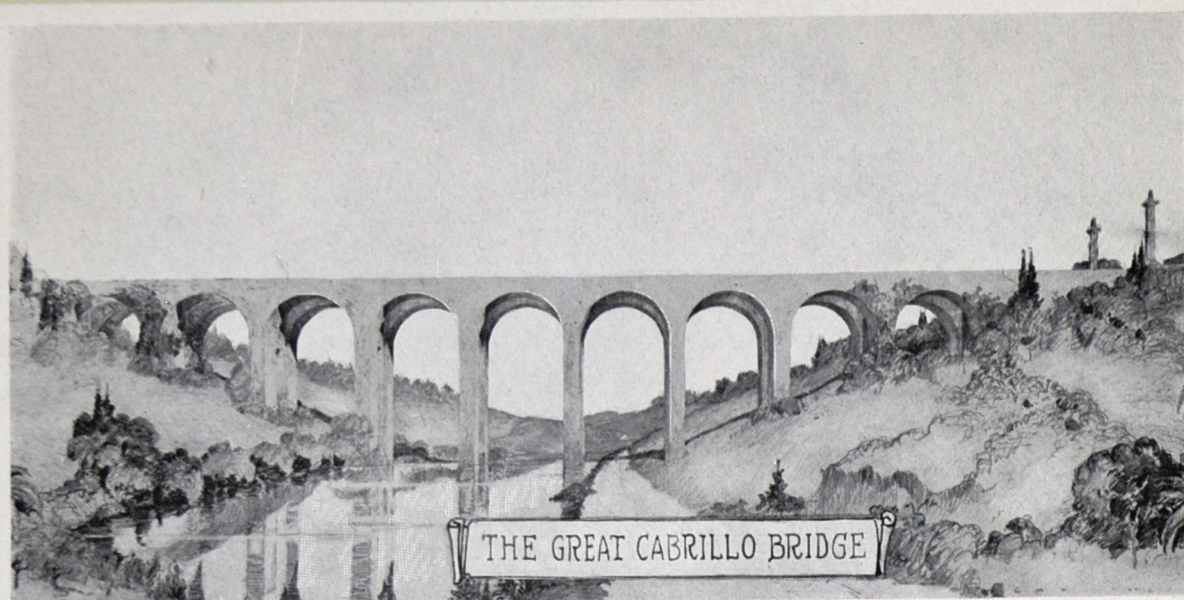
it is a part. Built of reinforced concrete, it forms a lasting monument to the city which is making of the San Diego Exposition such a great success.

The States' exhibits are to be located on the most prominent portion of the grounds, on a high, level promontory which commands a splendid view of the city and bay of San Diego, the Pacific Ocean and the mountains at the east, all of which may be seen from any point in the State section.

Every building in the grounds will be covered with a wealth of vines and floriculture such as has never been seen outside of a very few royal residences in the semi-tropics. Preparation for this feature has been going on since 1909, and an idea of the magnitude of it may be gained when it is stated that over 100,000 individual trees have been planted on the grounds during the last year. These include rare ferns and vines raised from seed—and huge palms, weighing 70 tons, for the removal and transportation of which twenty horses were required.

There has never been an exposition at which the horticultural feature has been so elaborately carried out. There are now over 130 acres of trees, shrubs and vines, contained in hothouses, lath-houses and specially constructed gardens. In all the nurseries contain over 1,500,000 specimens. The horticultural exhibit itself will be contained in the largest conservatory ever built, in which will be a specimen of every plant known to the botanist.

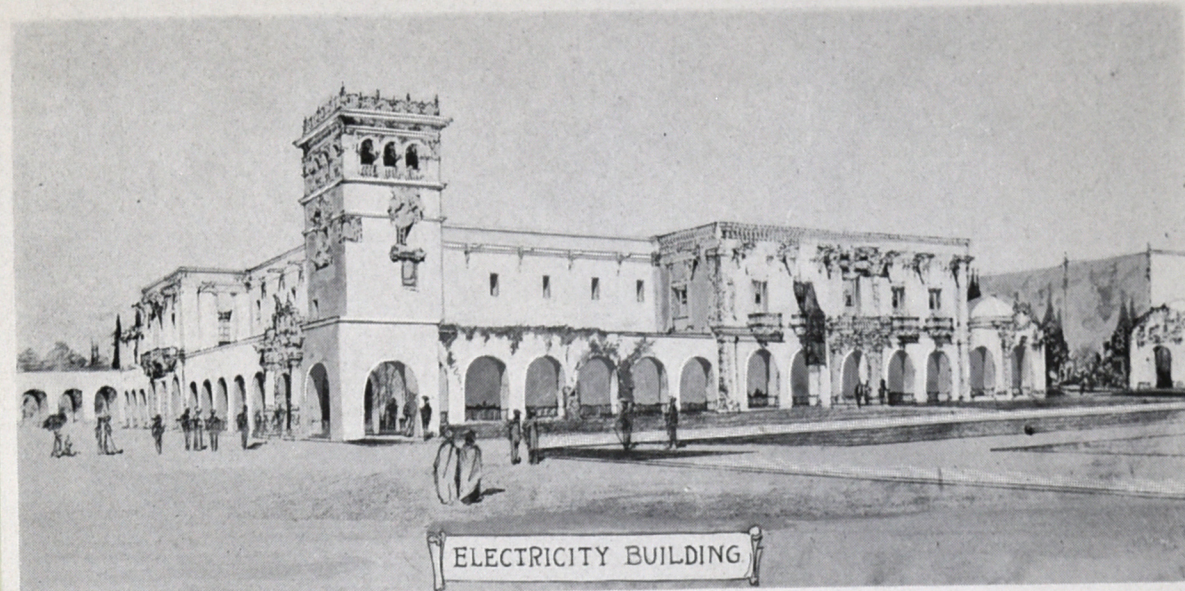
Contained in buildings erected by the exposition itself and by the exhibitors, to the number of fifty, will be exhibits totally different from those shown at any other exposition in history. Several of these exhibits are already



under way. One group of counties in California has planted an orchard containing 800 citrus trees, which will be in full bearing in 1915; and all the counties of California will maintain similar plantations containing both citrus and deciduous fruits, as well as other farm products.

The irrigation section will be installed with the co-operation of the National Irrigation Congress, which, at its twentieth annual session passed a resolution empowering the Board of Governors of the Congress to appoint one of their number to co-operate with the exposition to the end that the irrigation section shall be the most complete exposition of irrigation methods ever assembled. At the same time it called upon the government to provide for the co-operation in this desire of the Government Reclamation Service. Connected with this will be the exhibit of the "Little Landers," which will be of especial value in showing the intending settler the best methods of intensive cultivation of the soils of the states of the Rocky Mountain and Pacific Coast regions.

To teach the progress of man through the ages—his life, his husbandry, his science, art, music and methods—the Smithsonian Institution has sent special investigators all over the world to collect materials which will be included in an archeological exhibit, to be the greatest ever shown at an exposition. This collection is to be permanent, and its great educational value is attracting the serious attention of scientists throughout the world. A feature of this section will be the ethnological collection, ancient and modern, especially the congress of Indian Nations of North and



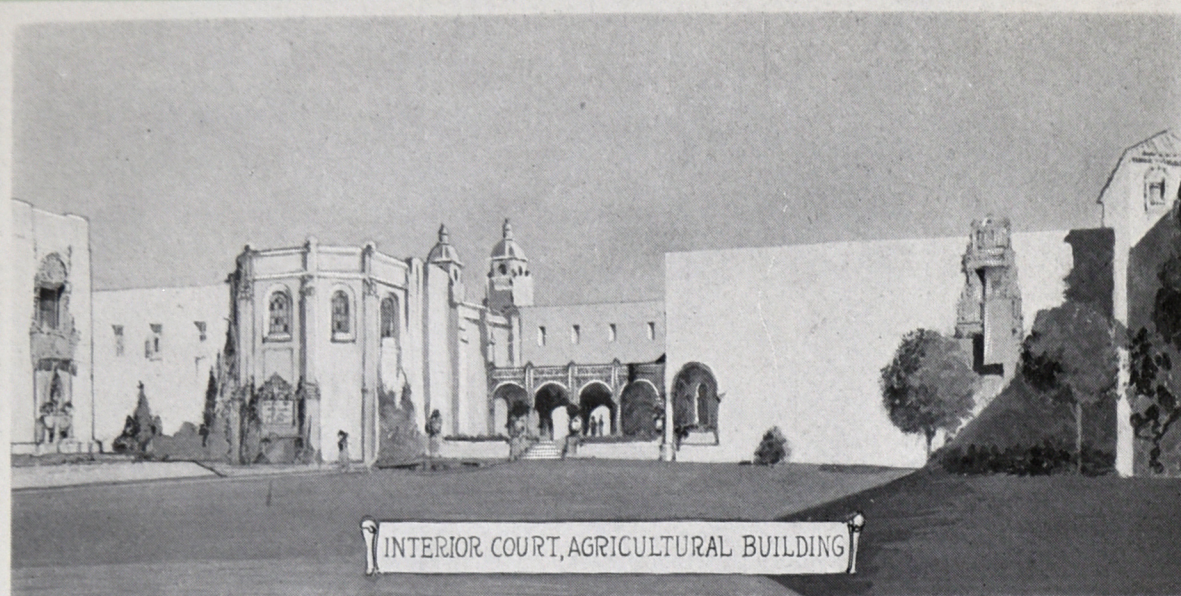
South America, gathered in characteristic villages, engaged in their native occupations.

Great as is the San Diego Exposition, it has been arranged in so masterful a way, on a site so incomparable for the purpose, that no building will be hidden, no plantation be obscure. The humblest community that exhibits here will be in a prominent place, from the very fact that it cannot be lost because the exposition itself is compact, easy of access and small enough to allow each to display itself to the best advantage.

All sections, and all exhibits in all sections, must show process and opportunity. It is not sufficient for an exhibitor to show the product. There is no place in the San Diego Exposition for rows of shelves and counters containing cans and bottles of fruits and vegetables, or of raw and manufactured textiles. These must be made secondary, to show simply the result of the process.

Exhibitors at the San Diego Exposition will not be subjected to any rules or regulations that will require them to buy material of any one company or combination. There are no concessions to any company dealing in any of the things needed for construction, or operation of an exhibit, and there will not be during the life of the exposition, before or after.

Every prospective exhibitor is assured that the only aim and desire of the management of the San Diego Exposition is to make this exposition of the greatest value to the exhibitor. Every prospective exhibitor is assured that the management regards this exposition as belonging to the



states, counties and countries embraced in its scope of activity.

The greatest effort is being made to attract visitors, solely that these visitors may become interested in the particular state or country or county offering him the greatest inducements in the way of native soil, undeveloped resources, equable climate, and the best opportunities in the line of work which he desires to take up.

It can be said again, without fear of contradiction, that there is no limit to the number of desirable immigrants any state or county may obtain through participation at the San Diego Exposition.

Some idea of the size of this exposition may be gained when it is said that the site embraces 615 acres, the number of main exposition buildings is fifteen. The space is divided into: 100 acres for general exhibit and main buildings; 100 acres for state and foreign buildings; 100 acres for open-air exhibits; 250 acres for landscape gardens and park; 25 acres for "the Isthmus", and 35 acres for the California Counties buildings. The distance between the east and west entrances is approximately 4000 feet. "The Isthmus" will have 8000 feet of frontage.

The exposition will be open 365 days for exhibition purposes. Complete transportation facilities; complete, compact and effective exploitation of processes and products, are some of the features that appeal to experienced exposition exhibitors. The offices of the exposition are contained in the administration building, which was occupied as such April 1, 1912, and where all communications relative to exposition matters should be addressed.



Here are some concrete facts regarding the San Diego Exposition:

The gates of this exposition will open January 1st, 1915, and will close at midnight of December 31st, 1915.

The exposition will be condensed to the utmost, but will contain all of the spectacular features of larger expositions. It will be primarily educational and will be peculiarly attractive.

The site is in Balboa Park, a tract of land comprising 1400 acres, situated in the heart of the City of San Diego, and within ten minutes' walk of the main business section.

The area covered by the exposition is 615 acres—four-fifths of a mile wide and one and one-fifth of a mile long.

The number of main exposition buildings is 15.

The space devoted to the general exhibit and main buildings is 100 acres.

The space devoted to the state and foreign section is 100 acres.

The space devoted to the California counties buildings, exclusive of plantations, is 25 acres.

The space devoted to open-air exhibits is 100 acres.

The space devoted to buildings for amusement features (The Isthmus) is 25 acres.

The space devoted to landscape gardens and park is 250 acres.

The distance between the east and west entrances is approximately 4,000 feet.



The frontage on "The Isthmus" is 8,000 feet.

The natural beauty of the site will, of itself, make this exposition distinctive.

The topography of the site lends itself most admirably to out-door exhibits, landscape gardening and plantations.

The climate is such that the horticultural feature can be made the most elaborate ever attempted at any exposition.

Immense botanical gardens will be presented as a special feature.

Irrigation, reclamation, and those methods of development which are calculated to induce immigration and colonization will be specialized, and, by an intelligent treatment of these subjects, immigration to the counties, states and countries represented will be induced.

This exposition will be unique in all its salient features.

The offices of the exposition organization are in the Administration Building, on the exposition grounds, where officials may be reached for consultation at any time.

Address all communications to officers, care of the Exposition, San Diego, California.

D. C. COLLIER, President.

FRANK P. ALLEN, Jr., Director of Works.

WINFIELD HOGABOOM, Director of Publicity.

EDGAR L. HEWETT, Director of Exhibits.

