

the contest a great deal of mention. And thus, the name Leavitt & Johnson National Bank has been put before every corn grower in this county, before thousands of people of this State, and thousands without this State in a manner not possible in a circular letter.

The day set aside for the corn judging will bring hundreds to the display, because the exhibit will be made as a part of the Iowa Dairy Cattle Congress Show, an annual event in this city, and which thousands from this part of the State attend. In the exhibit of the corn and the awarding of the prizes the name of the bank will be inseparably linked. And more-

over, the advertising will go on for several years, carried along by its momentum accumulated this year, for the winners of the prizes will have a ready market for their prize winning corn, and with every sale the name of the bank will be mentioned in one way or another.

A contest sufficient in its proportions to make it commensurate with the offer of \$1,800 in prizes ought to be carried out on a scale consistent with that amount. The Leavitt & Johnson National Bank will have spent fully another \$1,800 before completing this contest, for it has endeavored not to slight in any way the carrying forward of this contest to its conclusion.

The Panama-California Exposition at San Diego

By MARK S. WATSON

IN the lean and hungry days which the possibility of war and the uncertainty of politics bring to the best managed countries now and then, there is a big fund of encouragement in the study of a venture which seeks to create values through the utilizing of neglected resources. If the search seems bound to be successful, so much the more encouraging.

That is the honest, sober impression of what San Diego's forthcoming Panama-California Exposition is going to do, produce permanent benefit, thereby differing sharply from all previous world's fairs which, as a rule, have carried a local stagnation in their trail. This new affair, opening on New Year's eve, and, thanks to the bounteous climate of the extreme south

of the Pacific coast, continuing uninterrupted for a year and a day, differs from the others because its ideals and its manner of working them out are essentially new.

What is the new idea? Well, it is best illustrated by telling what was wrong with the old one. The tea exhibit, for example, was of tea boxes. San Diego's is a tea plantation whose young saplings were brought from the plantations in Ceylon, set out and tended by Cingalese nurserymen just as in the Orient, and the plants are growing, the leaves are being stripped and cured by the Cingalese boys, and the little brown women are preparing the tea and serving it in the pavilion and the surrounding gardens. It is novel and highly entertaining. That is

why San Diego's tea exhibit will attract interest.

The old style agricultural exhibit was of two sorts, stacks of fruit and vegetables and a hall of standing machinery. San Diego's machinery is in an open tract sown to different crops of cereals and grasses, with the heavy tractors puffing their way up and down the field, with heavy plows and giant reapers in operation. And the fruits and vegetables are growing—in a large citrus orchard where orange and lemon and kumquat ripen on the boughs within reach of the hand, with the amazing fragrance of the citrus carried far through the air in the blooming season—in the orchard of the model farm, where peach and apricot and apple and cherry and pear trees are set out and bearing, with a thousand rows of vegetables covering the ground beneath them, getting their water from the tiny irrigation ditches, a model intensive farm such as the thousands of this sort which are springing up throughout the southwest and gradually forming the mighty industry which is making the coast cities possible. There is a vineyard, there are berry vines, a model poultry house, the model of the bungalows of California which supply the amateur farmer with all the comforts of the city apartment.



A QUIET PATIO

These are suggestions of the way the new idea works out—the showing, not of lifeless finished products, but of moving processes, satisfying the human desire to “watch the wheels go ’round.”

Overwhelming as is the gorgeous beauty of the southern California landscape of sea and sky and mountain with the quaint Spanish buildings of the Exposition Beautiful, the most im-



THE MODEL FARM FROM THE ALAMEDA

pressive feature of the whole affair is the earnestness of the purpose and the abundant promise of result.

The result aimed for? It is not a local "boom" nor one for California. It is to call attention to that great stretch of country which the Panama Canal, whose opening the Exposition



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celebrates, will make it possible to develop. San Diego is the first port of call north of the Canal. Also, by a curvature of the California coast, it is much further east than any other point. More important, the grades over the Sierras are markedly lower, a considerable factor in railroad development and the time element of freight hauls. The products of this country and the materials brought from the east normally would alike pass through San Diego as the natural gateway between the Canal and the interior. That explains the direct responsibility of San Diego for aiding the southwest's development.

In the country which can get its materials from the eastern manufacturing centers more cheaply via rail

and water, through San Diego, than in any other way, there are to-day 8,000,000 acres under cultivation. The census gives the annual product in 1910 as \$143,000,000 in farm products alone, exclusive of minerals worth nearly as much. But also in that country are 36,000,000 acres of exactly the same general character, potentially just as productive. A little arithmetic will show what the annual output should be when this whole section is developed.

The connection is this: Newspaper articles, magazine articles, even land shows—yes, even political speeches—have not sufficed to start the back-to-the-land movement fully, and the sections and quarter sections are still idle. San Diego's Exposition, more especially its agricultural display, shows not alone products, but processes. It is an educator with a direct human appeal, and the firm belief is that here at last is something which will start the development.

The spirit of the Exposition has been carried out in the individual States' display, each State showing the exact condition of every river valley in its confines. The prospective settler can see exactly what he has to choose between. He can even get detailed figures of temperature, rainfall, soil analysis, average cost and average product. And the manufacturer can acquire information, and the business man and the banker.

A territory capable of producing \$650,000,000 a year more than at present is worth looking over.

That is the vital part of San Diego's Exposition, the serious, earnest, effective purpose and manner of achievement. The beautiful aspect and the interest of the display, the wonders of the surrounding country and sea, even the amusements of the "Isthmus," which is the name given to the old-time Pike and Midway—all these are most important adjuncts and cannot be overlooked, but it is the bigness of the scope which impresses the business man. The importance of San Diego's venture cannot be over-emphasized.