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SAN DIEGO, SCENE OF EXPOSITION

San Diego Ready to Greet World Again

Twenty-Three Countries and Four Hundred Exhibits Are in the California Pacific International Exposition, Opening on May 29, to Celebrate the West's Billion-Dollar Development

Twenty years ago the Panama-California Exposition, overshadowed by the simultaneous Panama-Pacific International Exposition at San Francisco, drew more than 2,000,000 visitors to San Diego.

This year, on the same site, with the show to herself, San Diego hopes to play host to approximately 10,000,000, including President Roosevelt, at the California Pacific International Exposition, opening on May 29 and lasting until November 11.

The occasion for the 1915 fairs was the completion of the Panama Canal. The impetus for this year's celebration is a development program up and down the Pacific Coast, and its immediate interior, costing approximately \$1,000,000,000.

The Boulder Dam power and irrigation project will bring cheap power and water to a vast area late this year. The All-American Canal, from the Colorado River through the Imperial Valley, is under construction.

The Los Angeles Metropolitan Aqueduct, to be completed late next year, at a cost of \$220,000,000, will augment the power- and water-supply for a population of 20,000,000.

Los Angeles and Long Beach are spending \$7,000,000 on a breakwater, and San Diego is carrying out a \$2,000,000 harbor-development. At San Francisco, the bridges across the Golden Gate and across the Bay to Oakland, costing \$176,000,000 and \$90,000,000, are unparalleled undertakings of their kind.

First Port of Call

The Grand Coulee power and reclamation project on the Columbia River is under way, and scores of millions are being spent for highways in Washington, Oregon, California, and other Western States.

San Diego, rising above a crescent-shaped bay fourteen miles long, is the first United States port of call for vessels traversing the Panama Canal. It is nationally known as the terminus of the Pacific Coast and transcontinental highways, the

scene of extensive Army and Navy operations, and the spot from which Charles Lindbergh took off on his lone flight to New York, and, thence, to Paris, in May, 1927.

A prominent health-resort, San Diego is favored by a beautiful situation and a mild climate. Coronado Beach, across landlocked San Diego Bay, with the Hotel del Coronado, Japanese gardens, and other attractions, is popular. San Diego is the oldest municipality in the State—the pueblo was organized in 1835. In 1846, Commodore Stockton took possession for the United States.

Thousands will enter the Balboa Park fair-grounds over a high canyon-bridge which is named for Juan Rodriguez Cabrillo, explorer, whose blunt-bowed galleon brought civilization to the California shores in 1542.

Fra Junipero Serra, Franciscan monk, founded the Mission San Diego de Alcalá there in 1769, the first of a chain of twenty-one which eventually was to extend northward to Sonoma.

San Diego boasts many "firsts" for California—the first school, the first church, the first irrigation-ditch, the first tilled land, and the first American flag.

Because many of the buildings in the 1,400-acre landscaped and wooded area of Balboa Park were built for lasting service, and have become blended into a natural

background of shrubbery and flowers, the exposition lacks the usual fly-by-night flimsiness. Among the permanent structures are outstanding examples of Spanish Renaissance, Spanish Colonial, and Indian Pueblo architecture.

In addition, there are scores of new buildings—the Palaces of Electricity, Varied Industries, Travel and Transportation, Education, and the Ford tower among them.

Typical of the floral displays is the reproduction of the La Casa del Rey Moro Gardens of Ronda, Spain, in the patio of the Palace of Hospitality, where distinguished guests will be welcomed. The terraces and pergolas of the garden will be used as al fresco dining-rooms.

In the reproduction of the Alcazar Gardens of Seville, the finest in Spain, there will be a plantation of 10,000 pansies.

Amusement Zone

At the north of the compact arrangement is the Taos Pueblo, exact copy of the original homes of Southwest Indians. Moving south along the Avenue of Nations, the visitor will come to the amusement zone, terminating in the Villages of the World.

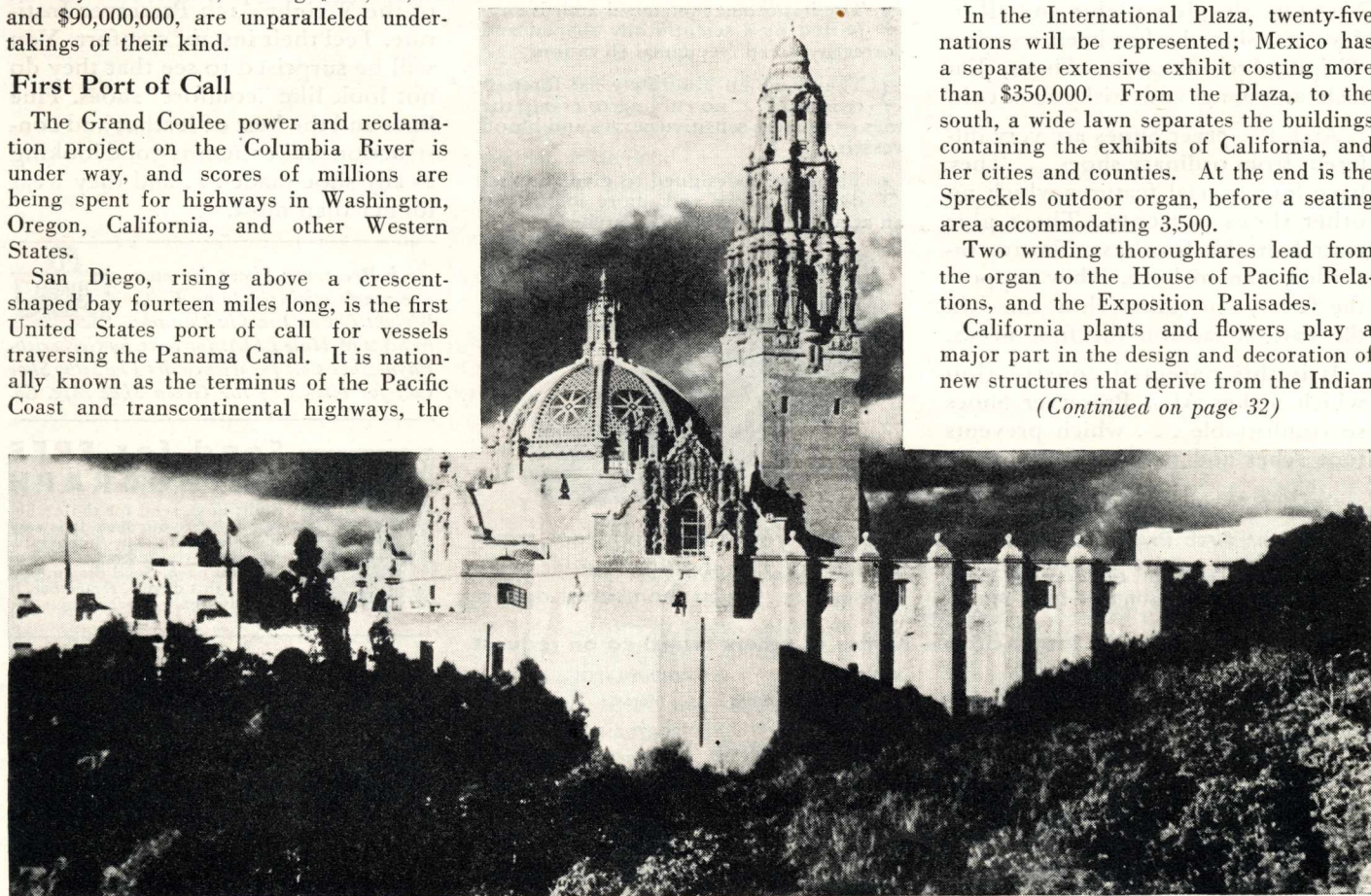
Next in order are the zoological gardens, with their 2,500 birds, animals and reptiles; the Palaces of Photography and Natural History; thence to the main avenue.

In the International Plaza, twenty-five nations will be represented; Mexico has a separate extensive exhibit costing more than \$350,000. From the Plaza, to the south, a wide lawn separates the buildings containing the exhibits of California, and her cities and counties. At the end is the Spreckels outdoor organ, before a seating area accommodating 3,500.

Two winding thoroughfares lead from the organ to the House of Pacific Relations, and the Exposition Palisades.

California plants and flowers play a major part in the design and decoration of new structures that derive from the Indian

(Continued on page 32)



San Diego Museum and Palace of Science, permanent exposition buildings

San Diego Greet World Again

(Continued from page 26)



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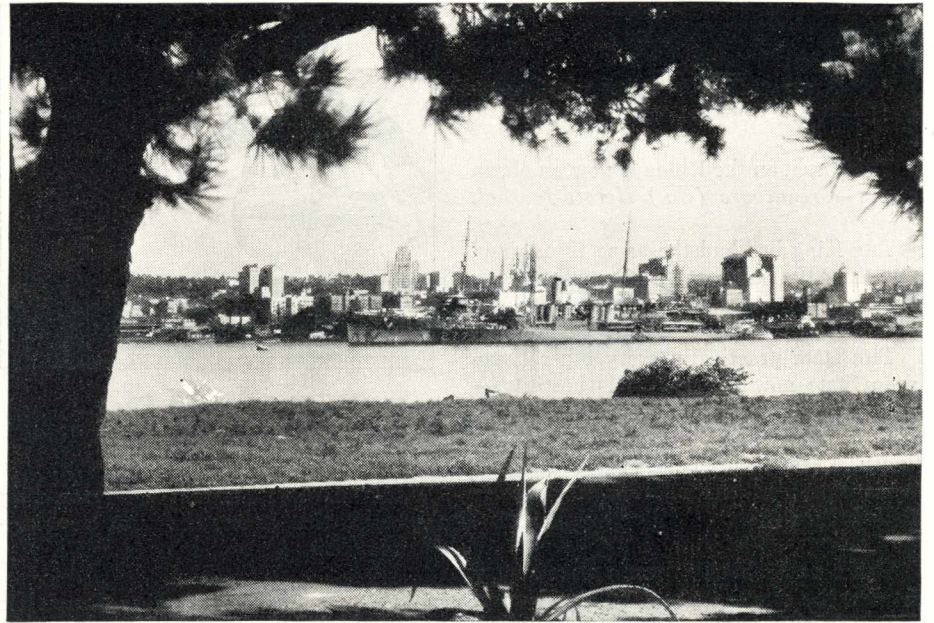
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All-Year Club of Southern California photograph

San Diego's sky-line on the shores of a great Pacific harbor

pueblos of the Southwest and the Mayan cities of Latin America.

The general treatment of these new structures embraces colorful ornamentation of broad expanses of plain unadorned building surface with cascades of living California blooms.

Flowers and Color

The Indian Pueblo-Mayan structures are extremely simple in design, with architectural ornamentation concentrated at building entrances. Built-in flower-boxes form the finish of the parapet walls on each structure of this type. The theme of color and decoration is accomplished through the use of vining plants and flowers that fall from the planting-boxes across the face of the building in the effect of a hanging garden.

Color is the inspiration of this unusual architectural treatment. The green and

lavender of the trailing lantana harmonize with the basic building tone of the Palace of Electricity and Varied Industries, while the reds and pinks of the ivy geranium offer contrast to the basic white of the Palace of Travel and Transportation. In endless variety the colorful blooms of Southern California are adapted to an architectural design that is new, refreshing and essentially western.

For the last year and a half, exposition officials have been preparing the park with an expenditure of approximately \$1,000,000 in remodeling and reconditioning old buildings, improving the landscape, and erecting new structures. SERA and CWA funds were made available, and business interests contributed generously.

The valuation of the exposition is \$12,000,000. Twenty-three countries and the forty-eight States will be represented, and there will be more than 400 exhibits.



All-Year Club of Southern California photograph

Night reflections cast by two of the exposition buildings

Ride High— Pay Low!

ALL-EXPENSE TOURS



Banff Golf Course

Swimming Pool



Banff AND LAKE LOUISE, EMERALD LAKE CANADIAN ROCKIES

126 miles of spectacular motoring! Snowy mountains, fine hotels, mile-high golf, swimming, in sight of glaciers—horses to ride, cowboy guides, royal "Mounties"! Dine, dance and luxuriate at baronial Banff Springs Hotel, Chateau Lake Louise, Emerald Lake Chalet . . . Here's the most thrilling tour on the continent, at a cost *scaled-down* to your budget!

6 Wonderful Days—

2 days Banff Springs Hotel; 2 days Chateau Lake Louise; 1 day optional Banff or Lake Louise; 1 day Emerald Lake Chalet. All-Expense, including motoring

\$70

4 Colorful Days—

2 days Banff Springs Hotel; 2 days Chateau Lake Louise; visit at Emerald Lake Chalet. All-Expense, including motoring.

\$55

Tours begin June 21 at Banff or Field and include motor tour, hotels, meals, rooms, motor transport. Purchasers of Tours may extend stop-overs at a minimum rate for hotel room and meals, by applying to management where stop-over is desired.

Add Rail Fare. Banff Springs Hotel open June 16-Sept. 10; Chateau Lake Louise and Emerald Lake Chalet June 21-Sept. 10. *Low Season Round Trip Fares* to Banff, North Pacific Coast, California, Alaska. Also *Short-Limit Round Trip Fares*.

CANADIAN PACIFIC HOTELS

Apply Travel Agent, or Canadian Pacific Offices including
 NEW YORK BOSTON PHILADELPHIA BUFFALO
 WASHINGTON, D. C. ATLANTA ST. LOUIS PITTSBURGH
 CHICAGO CINCINNATI CLEVELAND DETROIT
 MILWAUKEE ST. PAUL MINNEAPOLIS OMAHA
 KANSAS CITY DALLAS INDIANAPOLIS TACOMA
 LOS ANGELES SAN FRANCISCO PORTLAND, Ore.
 SEATTLE OTTAWA TORONTO MONTREAL
 or write Manager, Banff Springs Hotel, BANFF, Alberta.

The exposition will open on time. It will be complete when it opens. For close to two years the management has been quietly at work preparing the grounds and structures and building its organization plans. Seventy-five per cent. of the buildings were ready a month ago for occupancy.

The winter months, naturally, offered no construction problems, such as the exposition in Chicago faced, to complete the building program on schedule.

A full program of 167 features has been arranged for the 167 days of the exposition.

International polo matches, golf and tennis championships, yachting and speed-boat regattas, baseball, swimming, and fishing meets are scheduled.

Fleet Headquarters

Air-contests will include Army, Navy, and civilian participation. The entire United States Fleet will make San Diego its headquarters after its return on June 10 from the present Pacific maneuvers. Massed simultaneous maneuvers of several hundred government planes will be held.

Headquarters for the Eleventh Naval District, San Diego is the site of the largest naval operating-base on the Pacific Coast. There is a naval aircraft-station, Marine Corps base, fuel and supply depots, destroyer headquarters, and radio, hospital, and training stations.

Fort Rosecrans is an important Army post, while Rockwell Field, across the Bay, on North Island, is a training school and supply depot for the Army's Air Corps. Camp Hearn, at Imperial Beach, eight miles south of the city, is a cavalry post.

In addition to the military and naval aeronautical activities in progress since America entered the War, there are six commercial aviation projects of interest. Air-planes, motors, and parachutes are manufactured. Pilot-training schools are conducted. Passenger and express services are operated.

San Diegans have witnessed such aeronautical "firsts" as the first air-photographs, first night-flying, first mid-air refueling, and America's first seaplane flight. San Diego was the first city in America to establish a municipal board of air-control.

The "Rufus Dawes" of the San Diego Exposition is G. Aubrey Davidson, Chairman of the Board of Directors and President of the 1915-'16 fair.

Other Officials of Fair

The President of this fair is Frank G. Belcher. Vice Presidents are: Representative George Burnham, Joseph E. Dryer, John F. Forward, Jr., John Lawrence Fox, Samuel I. Fox, and Guilford H. Whitney. Emil Klicka is Treasurer and Roy E. Hegg is Secretary.

President Lazaro Cardenas of Mexico and Gov. Frank F. Merriam of California are Honorary Presidents. Honorary Vice Presidents include Governors of Western and Mexican Border States, Gov. John W. Troy of Alaska, Admiral Joseph Mason Reeves, Commander in Chief, United States Fleet, and national and foreign dignitaries.



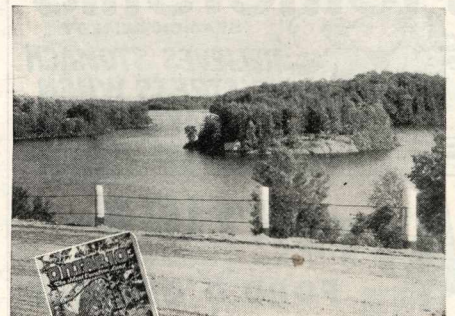
● This Summer, pack up a few old clothes, your fishing tackle and golf clubs and head for Ontario: Not trouble at the border, and a few hours from then you're in the heart of the wilds.



● Come to a snug little camp with all the comforts of home, and right beneath you a panorama of lake and rock and forest. How you'll sleep in the cool, still evenings with the tang of pine in the air.

● There are pickerel, musky, lake trout, bass in Ontario's Northern Lakes, and trout in her myriad streams. Experienced guides at low rates. Wonderful golf courses close at hand.

● Good roads lead everywhere through Ontario's lake lands. Thousands of camps; hotels, cottages ideally situated. Let us know when you can get away and how many in your party. We will arrange a trip for you with experienced guides to cook your meals and find you the big fellows. Clip the coupon now.



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