

NEW
INTERNATIONAL
EXPOSITION



NOW OPEN
CLOSING DAY DEC. 31-

1916
San Diego
California
Exposition

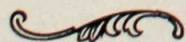


open Jan. 1 - closing Day Dec. 31 -
A NEW International Exposition

PANAMA - CALIFORNIA - INTERNATIONAL - EXPOSITION



San Diego's New International
the entire year of 1916. The
Daily Admission to the grounds is 50 cents



Exposition will be open through
formal dedication is March 18th.
Night Admission, 25 cents. Autos, 25 cents



CALIFORNIA
BUILDING



The Exposition Grounds comprise 614 acres in the center of beautiful Balboa Park, which, in turn is in the center of the city of San Diego. Balboa Park has a total of 1400 acres.—the largest artificial park in the world,—exceeding by 400 acres the famous Golden Gate Park in San Francisco. ¶ Additional participation of at least nineteen countries was assured early in January, and the exhibits were installed in January and February. ¶ The new exhibits have made necessary a change in the name of the 1916 Exposition to "Panama-California International Exposition." ¶ The 1915 Exposition was pronounced by two million and a half of visitors the most beautiful ever created. The Exposition's beauty will be far greater during 1916. ¶ The principal western states are represented with buildings and exhibits. Among the prominent displays made by California counties are those of Kern-Tulare and Alameda with buildings of their own, the San Joaquin valley counties in another building and those of Ventura, Los Angeles, San Bernardino, Orange, Imperial, Riverside and San Diego, in the Southern California Counties Building



The Auto Tourist will receive recognition. Special arrangements have been made to accommodate the travelers, and for parking their machines. Motor transportation will provide one of the most interesting programs of special events ever shown anywhere. They will continue daily from the opening to closing day.



WM. HOWARD TAFT
Former President of
the United States

"Your charming fairyland provides ample reward for the trip any traveler can make, and proves that there is a real end of the rainbow."

WM. HOWARD TAFT

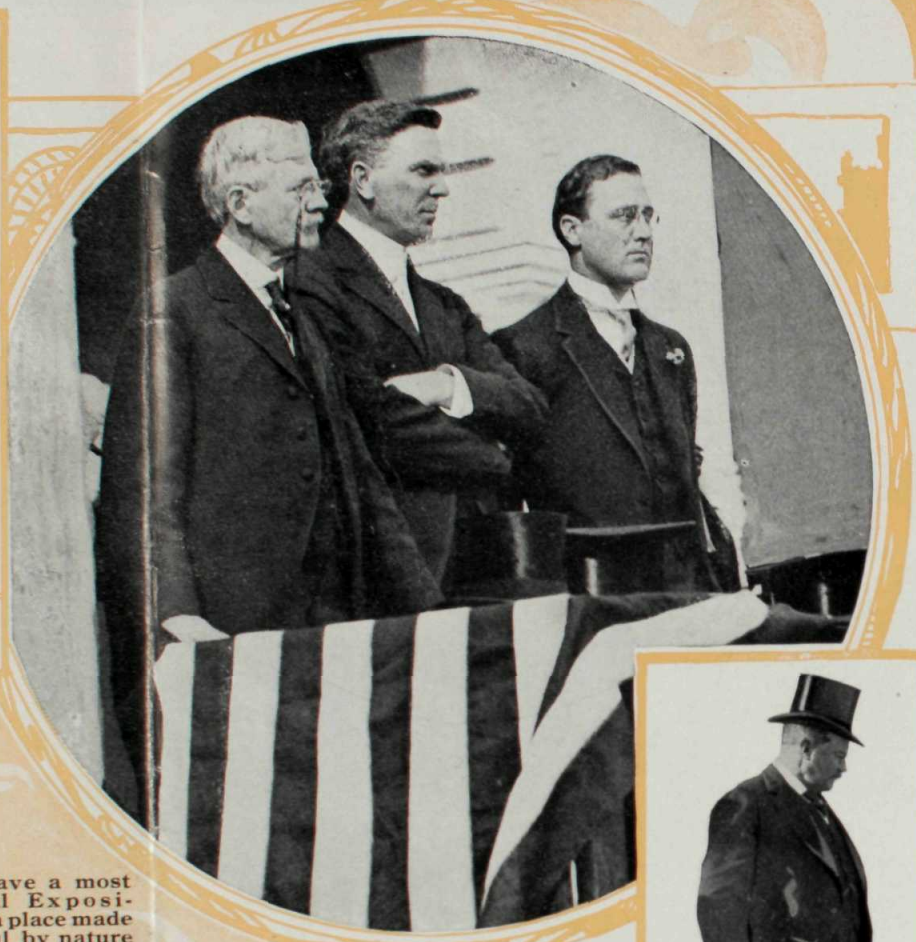
"I shall never forget the beautiful picture your Exposition offered."

THOS. R. MARSHALL

"This Exposition is one of the most beautiful and perfect things architecturally that has ever been conceived."

FRANKLIN K. LANE

The Government Aviation School is a short distance away and government aviators may be seen flying over the grounds daily.



THOS. R. MARSHALL, V.-Pres., U. S. A.
G. A. DAVIDSON, Pres. P. C. I. Exposition
FRANKLIN D. ROOSEVELT, Asst. Secy.
U. S. Navy

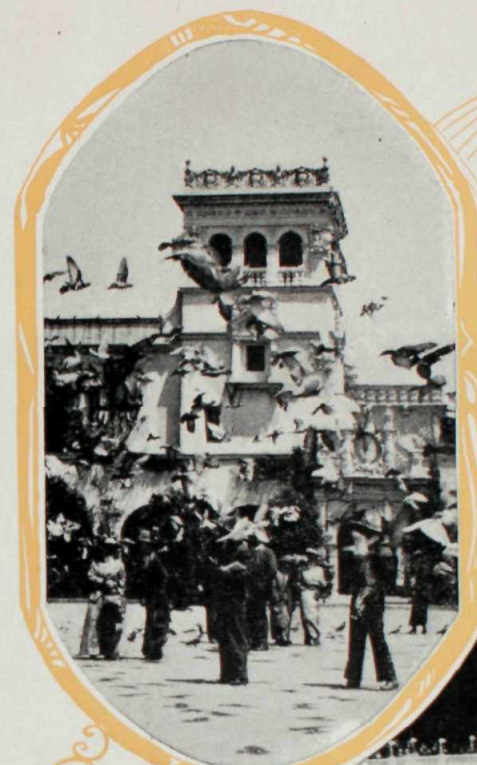


THEO. ROOSEVELT
Former President of
the United States



FRANKLIN K. LANE
Sec. of the Interior

The U. S. Government has given especial recognition to the 1916 Exposition. A battalion of marines, a troop of cavalry, a corps of coast artillery, and many bands have been ordered to San Diego in addition to the presence of the Pacific Reserve Fleet in sight of the grounds.



PIGEONS IN
THE PLAZA
DE PANAMA

"Your Exposition is in a class by itself--the most attractive of its kind the country has seen in years."

JOHN D. HENDRICK,
Gov. of Wyoming



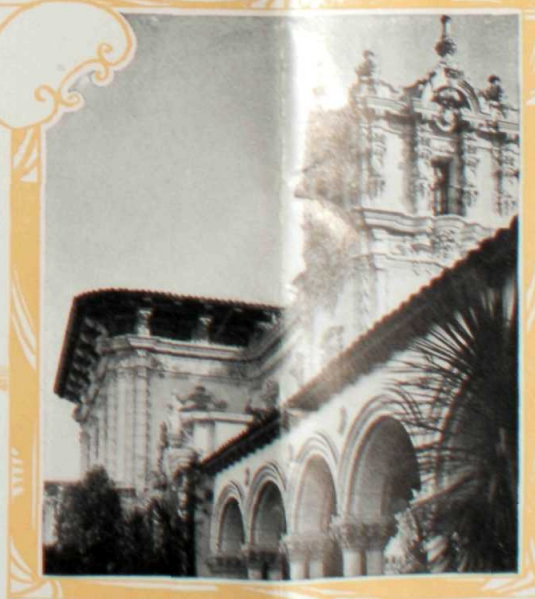
CHILDREN'S
DAY



The largest outdoor pipe organ in the world, the gift of John D. and A. B. Spreckels, is one of the greatest musical attractions. The world's greatest bands have been engaged for the year.

"We all agree that there is but one word in the English language that describes the grounds, and that is 'exquisite.'"

THEO. N. VAIL,
Pres. Am. Tel. & Cable Co.



EXPOSITION ARCHITECTURE



THE
PLAZA DE PANAMA



Canada, France, Italy, Russia, Germany, Switzerland, Austria, The Netherlands, Spain, Portugal, Japan, Brazil, the United States Government, Pan-Pacific Countries, India, and Persia are new nations participating.



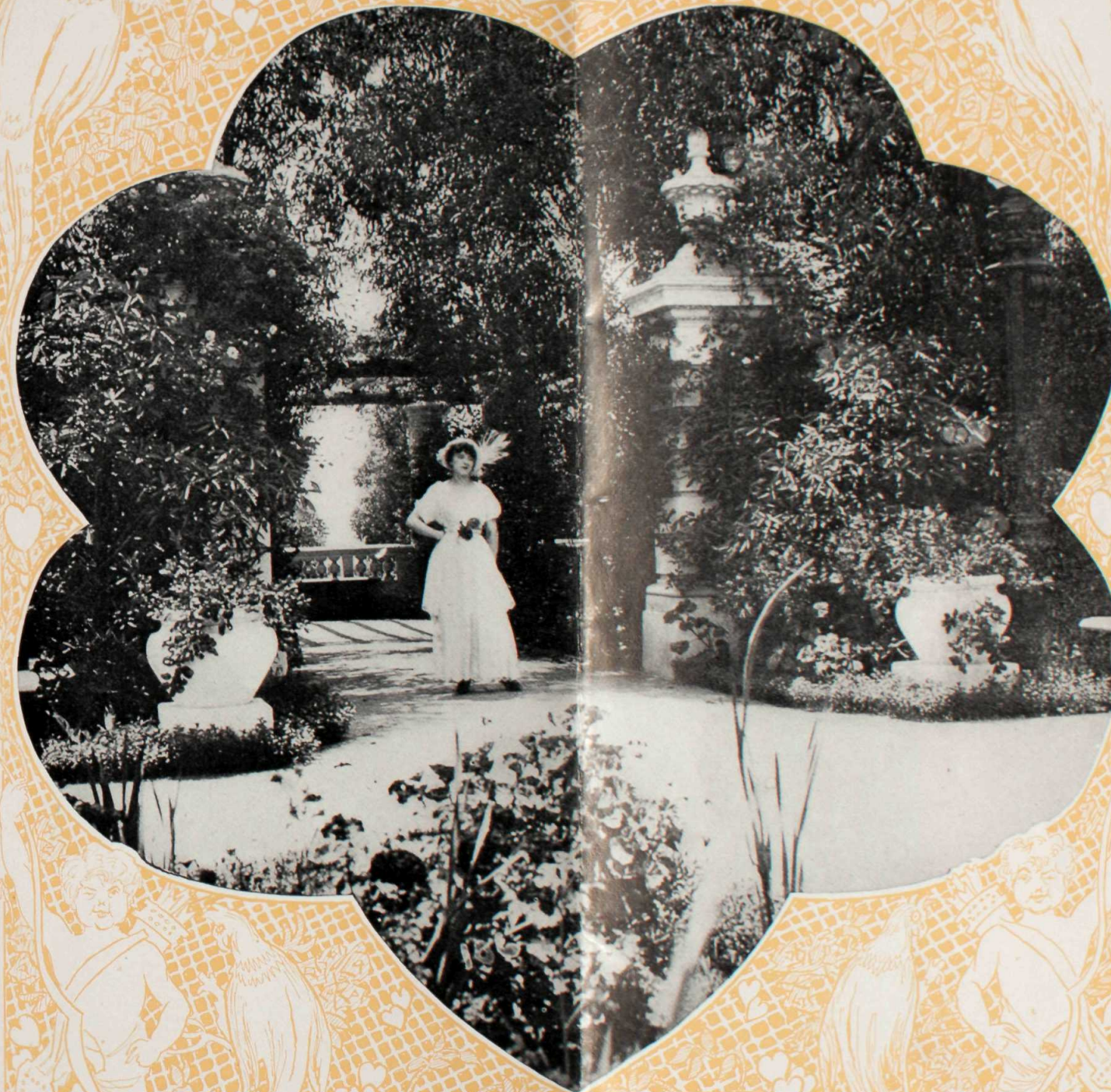
POINTS OF INTEREST IN AND AROUND SAN DIEGO

FORT ROSECRANS.—Coaling Sta.; Ballast Point; Roseville. Point Loma Ferry; sight-seeing autos.
LOS BANOS.—Walking distance; foot of Broadway; fresh and salt water baths.
OLD MISSION.—Seven miles from 5th and Broadway. Most historic and interesting point in California; founded by Fr. Junipero Serra in 1769; old bells still in belfry; portions of old adobe walls standing. Sight-seeing automobiles.
OLD MEXICO.—Trains and sight-seeing autos.
OLD TOWN.—Where civilization began in California. First cross planted; first American flag unfurled; first palm trees planted; old jail; graveyard, and Ramon's Marriage Place. No. 8 car, sight-seeing automobiles.
CORONADO AND TENT CITY.—Street cars, ferry and sight-seeing automobiles.
OSTRICH FARM.—No. 1 electric car.
OLD SPANISH LIGHTHOUSE (Point Loma).—Beautiful view. Sight-seeing automobiles.
NEW POINT LOMA LIGHTHOUSE.—Sight-seeing automobiles.

SWEETWATER DAM.—Trains, sight-seeing autos.
TORREY PINES.—Discovered by Dr. LeCompte in 1850. Rare species of pine found only in one other place in the entire world.
THEOSOPHICAL INSTITUTE (Point Loma).—Sight-seeing automobiles.
BENNINGTON MONUMENT (Point Loma).—Sight-seeing automobiles.
WIRELESS STATION (Point Loma).—Sight-seeing automobiles.
IMPERIAL BEACH.—Electric cars or boat.
OCEAN BEACH.—Electric car, 4th and Broadway.
LA JOLLA.—Trains and gasoline motors, Fourth and Broadway.
DEL MAR.—Trains (Santa Fe).
CARDIFF.—Trains (Santa Fe).
OCEANSIDE.—Trains (Santa Fe).
CORONADO ISLANDS.—By boat. Mexican possessions.
GROSSMONT.—Reached by S. D. & S. E. R. R. and sight-seeing automobiles.



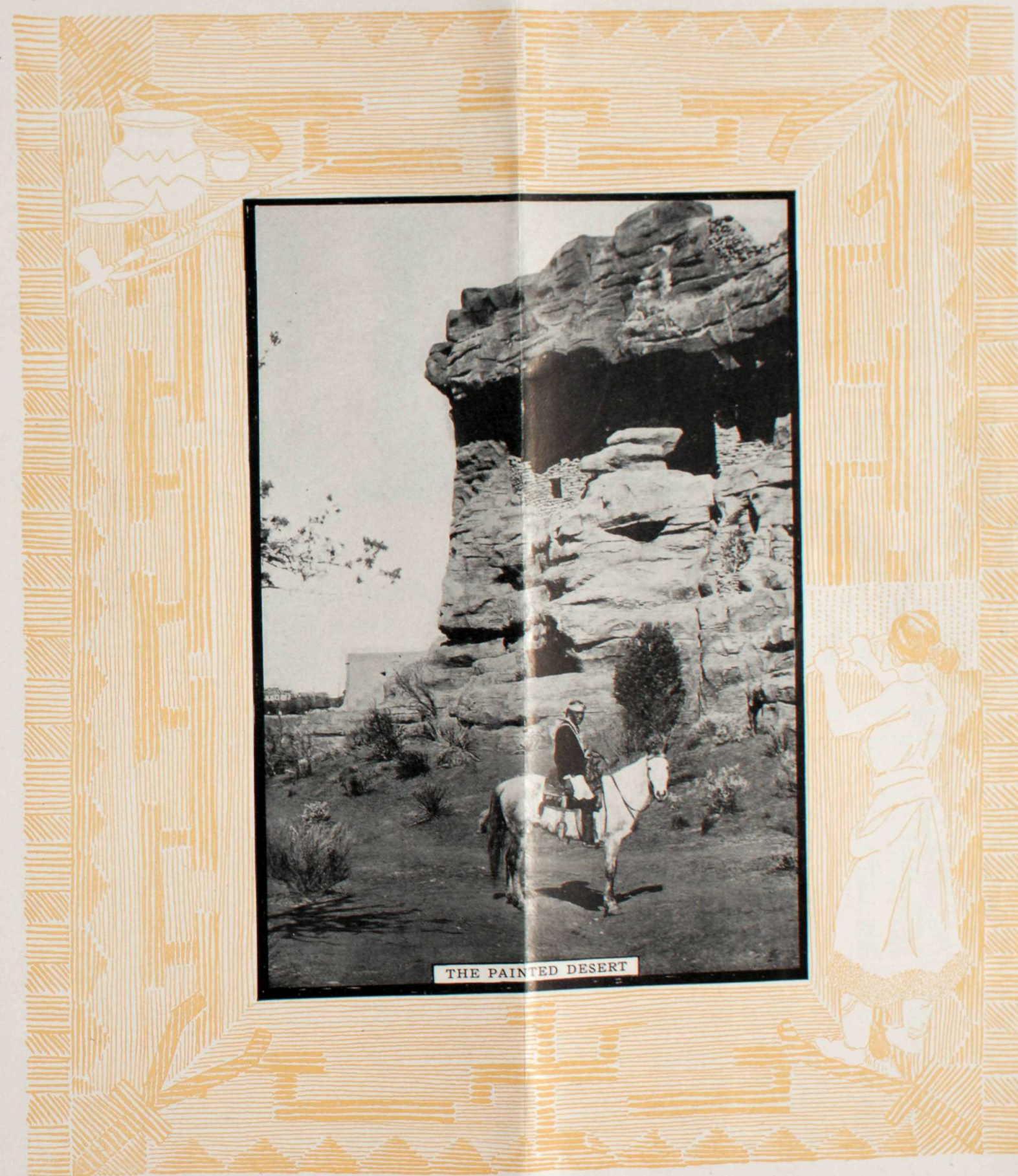
The Exposition's amusement street The Isthmus—is half a mile long, and in addition to the best of the 1915 attractions, has added a score of new features, including the best of those providing entertainment at San Francisco's 1915 show



Because it is a Leap Year Exposition, a "Court of Leap Year" has been built and in this the feminine sex rule.



THE MIRROR POOL



THE PAINTED DESERT

OFFICERS OF PANAMA-CALIFORNIA INTERNATIONAL EXPOSITION

G. A. DAVIDSON, President
ROBT. N. BULLA, 1st Vice-Pres.
JOHN D. SPRECKELS, 2nd Vice-Pres.
EDWIN M. CAPPS, 3rd Vice-Pres.

CARL H. HEILBRON, 4th Vice-Pres.
JOHN F. FORWARD, 5th Vice-Pres.
H. J. PENFOLD, Secretary
FRANK C. SPALDING, Treasurer

Members of Official Womans Board

Mrs. URIEL SEBREE, President
Miss ALICE LEE, 1st. Vice-Pres.
Mrs. SAM FERRY SMITH, 2nd Vice-Pres.
Mrs. WALDO WATERMAN, Secretary
Mrs. E. T. LANNON, Treasurer
Mrs. GEORGE MacKENZIE, Chairman,
Social Committee
Miss GERTRUDE GILBERT, Chairman,
Music Committee
Mrs. JULIUS WANGENHEIM, Chairman,
Day Nursery Committee
Mrs. E. THELEN, Chairman,
Books and Magazines Committee
Mrs. PHOEBE HEARST, Hon. Vice-Pres.
Mme. SCHUMANN-HEINK, Hon. V.-Pres.

SAN DIEGO HAS

Ninety thousand population.
Unexcelled educational facilities.
Perpetual sunshine.
Water system owned by city.
A harbor equal to New York.
Finest salt water fishing.
Fifty-four churches.
Seventy miles of street railway.
Twelve banks, capital \$3,000,000.00; deposits
\$23,000,000.00.
A commission form of government.
Fresh vegetables and fruits every day in the
year.
500,000 acres of unimproved land in the county.
Trebled in population in the last five years.
Fourth city in population in California.
A 10,000,000 gallon per diem water filtration
and aerating plant.
State Normal School, \$200,000.00.
Polytechnic School, \$200,000.00, capacity 750.
High School, \$315,000; 40 instructors; over
1,000 attendance.
Twenty-two square miles of anchorage ground
in harbor.
Two hundred manufacturing industries in oper-
ation.
\$500,000.00 improvements by the Santa Fe
Railroad.



MRS. URIEL SEBREE

President

Official Womans Board

Wives of Directors are ex-officio members of
the Official Womans Board.

Nearest port of entry for the trade of the
Orient.
One great transcontinental railroad, another
one building and a third in prospect.
Harbor deep enough to admit the largest ships
afloat.
Historically of first interest on Pacific Coast.
\$150,000.00 Y. M. C. A. building just com-
pleted, which amount was raised in twelve days'
canvass.
Roads good every day in the year, and all
roads lead to the blue waters of the Pacific.
Three daily newspapers and several weekly
newspapers.

Members of Official Womans Board

Mrs. W. S. BARTLETT, Hon. Vice-Pres.
Miss ELLEN SCRIPPS, Hon. Vice-Pres.
Mrs. IVOR LAWSON, Hon. Vice-Pres.
Mrs. HOMER C. OATMAN
Mrs. FRANK VON TESMAR
Mrs. B. G. SAVILLE
Mrs. T. B. WRIGHT
Miss DAISY BARTEAU
Mrs. A. S. BRIDGES
Mrs. MARCUS L. MILLER
Miss JULIA POWERS
Miss ELIZABETH MARSTON
Mrs. FRED SHERMAN
Mrs. C. W. MCKEE
Mrs. CLAUD SPRECKELS

SAN DIEGO HAS

First port of call from the Panama Canal.
Raised \$4,800,000.00 for development purposes
in one year.
Two thousand acres of park lands now valued
at \$5,519,000.
Purest and cheapest water (mountain) of any
city of its size in America.
Twenty-three hotels; two of which cost
\$3,500,000.
One of the best libraries in the country, a de-
pository for U. S. Government Documents.
Twenty-one theatres.
Largest and best equipped aviation field and
training school for aviators in America. Bird-
men in the sky every day in the year.
An average wind velocity of five miles an hour
in January.
Distributing point and controlling factor in the
development of Lower California.
Ninety-seven secret orders and fraternal soci-
eties, four of which have expensive club and
lodge rooms, viz: Elks, Masons, Knights of
Pythias and Eagles.
Twenty-four public schools, value \$1,559,000.00,
and employing 250 teachers.
Record for 1912—Greatest building gain per
capita of any city in the world.

HOTELS

NAME	RATE	NAME	RATE
Albany	\$1.00 to \$5.00	Federal	\$1.00 to \$2.00
Albatross Inn...	1.00 to 1.50	Florence	1.00 to 3.00
Amherst75 to 1.50	Ford	1.50 to 2.50
Arno	1.00 to 1.50	Golden West...	.50 to .75
Barbara Worth.	1.25 to 7.00	Grand Central.	1.00
Barstow	1.00 to 3.00	U. S. Grant...	1.50 to 4.50
Batavia	1.00 to 2.00	Green	1.00 to 2.00
Botsford	2.00 to 3.50	Haddon Hall...	1.00
Burnap75 to 1.00	Harvey	1.00 to 1.50
Carleton50 to 1.00	Hawthorne Inn.	1.00 to 1.50
Colonial Inn...	1.00	Helix75 to 1.25
Chelsea	1.00 to 1.50	Holland	1.50 to 3.50
Costa Vista...	1.00 to 2.00	Horton	1.00 to 3.50
Crane75 to 2.00	Imperial75 to 1.00
Denver	1.00 to 1.50	Jewett	1.00 to 3.00

NAME	RATE	NAME	RATE
Keystone	\$1.00 to \$2.50	Lanier	1.00 to 2.50
Kinalmeaky Ct.	1.00 to 2.50	Robert E. Lee...	1.00 to 1.50
King Edward...	1.50 to 3.00	Lloyd50 to 1.00
King George...	1.50 to 3.00	Lubin	1.00 to 3.00
Kingston	1.00 to 3.00	Lynne	1.00 to 1.50
Knickerbocker	1.00 to 2.00	Manhattan	1.00 to 2.00
Kirkland	2.00 to 3.00	Martin	1.00 to 4.00
Knickerbocker	1.00 to 2.00	Mason	1.00 to 2.50

NAME	RATE	NAME	RATE
New Palace...	\$1.00 to \$3.00	Prescott75 to 1.00
New Western...	1.00 to 3.00	Raymond	1.00
Nye	1.00 to 1.50	Richelleu	1.00 to 1.50
Onyx	1.50	Richmond50 to 1.00
Olive	1.00 to 1.50	St. Charles...	1.00 to 1.50
Oxford	1.00 to 3.00		
Palmer50 to .75		
Palomar	2.50 to 3.50		
Panama	1.00 to 3.00		
Polhemus	1.00 to 2.50		

NAME	RATE	NAME	RATE
St. James	\$1.50 to \$5.50	Webster	1.00 to 5.00
St. Lawrence...	.50 to .75	Whipple	1.50 to 2.00
Sanford	1.00 to 6.00	White House...	1.00 to 2.00
San Diego	1.00 to 2.00	Wilsonia	1.00 to 2.00
Schnelder	1.00 to 2.00		
San Remo	1.00 to 1.50		
Sherwood Villa.	1.00 to 1.50		
New Southern...	1.00 to 3.50		
Upas	1.00 to 2.00		
Virginia75 to 1.00		
Washington	1.00		
Wayne	1.00		

APARTMENT HOUSE

NAME	RATE (Weekly)	NAME	RATE (Weekly)
Adair	\$ 9.00 to \$35.00	El Commodo...	\$14.00 to \$28.00
Alexandria	17.50 to 30.00	El Dorado...	17.50 to 28.00
Alpha	17.50	Elkins	14.00
Aurora	17.50	El Oro	17.50
Belden	6.50 to 16.00	El Oro	14.00 to 28.00
Blake	28.00	Franklin	17.50 to 28.00
Boston	16.00 to 17.50	Granada	17.50
Braemer	7.50 to 17.50	Grand View...	14.00 to 20.00
Buckeye	14.00	Hampton	14.00
Butler	17.50 to 20.00	Hawkeye	10.50 to 21.00
Cedar	10.50 to 21.00	Hazel	5.25 to 10.50
Carnegie	7.00 to 35.00	Hermann	17.50
Cliff House...	14.00	Highland	14.00 to 28.00
Commodore	14.00 to 35.00	Howard	14.00 to 28.00
Cornelius	14.00 to 28.00	Idaline	17.50
Dahlia	9.00 to 14.00	Ivanhoe	14.00 to 28.00
El Centro...	14.00	Ivy	7.50 to 28.00

NAME	RATE (Weekly)	NAME	RATE (Weekly)
Karlisa	\$10.50 to \$17.50	Lee	9.00 to 25.00
Kearney	5.00 to 6.50	Lincoln	14.00 to 28.00
Kearsarge	14.00 to 21.00	Lucerne	14.00 to 35.00
La Binda	14.00 to 21.00	MacDonald	14.00
La Mar	17.50 to 35.00	Maple	28.00
Lee	9.00 to 25.00	Mardela	7.50 to 21.00
Lincoln	14.00 to 28.00	Marshall	17.50
Lucerne	14.00 to 35.00	Mirasol	14.00 to 30.00
MacDonald	14.00	Norris Cluster	7.00 to 10.50
Maple	28.00	Ottawa	10.50 to 28.00
Mardela	7.50 to 21.00	Park	17.50
Marshall	17.50	Parker	17.50 to 35.00

NAME	RATE (Weekly)	NAME	RATE (Weekly)
Purrier	\$14.00	Ramona	14.00 to 28.00
Ramona	14.00 to 28.00	Rebecca	10.50
Rebecca	10.50	Revere	17.50 to 28.00
Revere	17.50 to 28.00	Rubin Block...	12.00 to 14.00
Rubin Block...	12.00 to 14.00	Savoy	14.00
Savoy	14.00	Solar	28.00
Solar	28.00	Sparks	14.00
Sparks	14.00	Spokane	14.00 to 21.00
Spokane	14.00 to 21.00	St. Anthony...	17.50
St. Anthony...	17.50	Stirling	14.00
Stirling	14.00	Stevens & Hartley	14.00 to 28.00
Stevens & Hartley	14.00 to 28.00	Sumner	7.00 to 28.00
Sumner	7.00 to 28.00	Thorbus	6.50 to 20.00
Thorbus	6.50 to 20.00	Turpin	30.00 to 35.00
Turpin	30.00 to 35.00		

NAME	RATE (Monthly)	NAME	RATE (Monthly)
Virginia	\$14.00	Andersonian ..	\$30.00 to \$45.00
Waldorf	28.00	Caroline	35.00 to 45.00
Washington ..	14.00	Esmeralda	20.00 to 40.00
Wilshire	14.00 to \$28.00	Farr	20.00 to 25.00
		Fern	40.00 to 50.00
		Glenn	25.00
		Lella	35.00
		McRae	35.00 to 65.00
		Roosevelt	20.00 to 25.00
		Vue de L'Eau	65.00 to 120.00