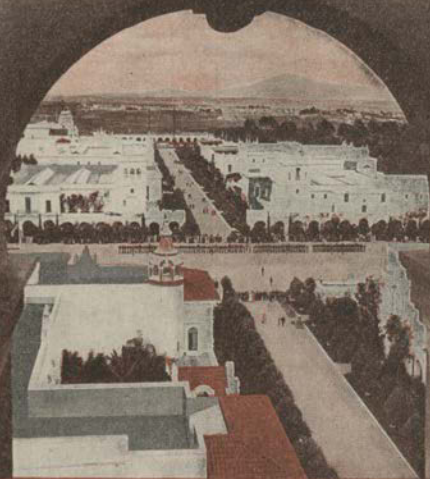


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1916



PANAMA CALIFORNIA
INTERNATIONAL
E X P O S I T I O N



SAN DIEGO RESPONDS TO ENCORE

The Panama-California Exposition made greater by the participation of nineteen for-

foreign nations, warm recognition by the United States government, the addition of new buildings and a score of big new amusements on the Isthmus will be open all of the year 1916 as—The Panama-California International Exposition.

In the face of prophecies of failure, competition by the big San Francisco Exposition and the waging of the world's greatest war,



"COURT OF LEAP YEAR NOOK"



A CADET PARADE IN PLAZA DE PANAMA

the total admissions were more than two and one half million and a surplus remained December 31, 1915. New Year's Day the new exposition was declared open.

The installation of new exhibits and displays necessitated several weeks time, and the 1916 Dedication was set for March 18.

In addition to California counties, western states, and U. S. territories, the following nations fly their flags over comprehensive displays, many brought intact from San Francisco: Canada, France,

Germany, Italy, The Netherlands, Russia, United States, Switzerland, Spain, Persia, Brazil, Pan-Pacific countries, Japan, Austria, Portugal, India, China, Guatemala, Greece, and New Zealand.

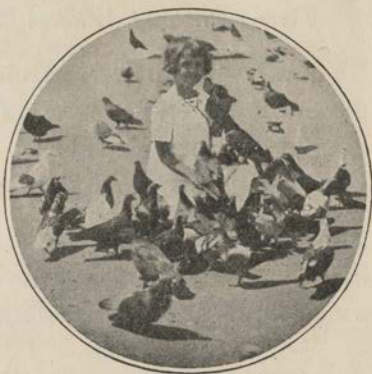
More bands and musical organizations will dispense music throughout the year than at the Panama-Pacific International Exposition at San Francisco. A greater program of special events is promised than previously offered by any exposition.

Motor transportation is to be represented on a different and far greater scale than

ever shown. Demonstrations will be made daily in the center of the Exposition grounds in a series of sensational special events ranging from tugs of war, grade climbing, and head on collisions, to slow races, competitions between cars of the same price; and competitive tire changing and repairing. There will be one day for every make of American car. Automobiles will be admitted to the grounds for twenty-five cents and given the privilege of twenty-four hour parking. Every tourist driving a car to the Exposition from a distance of more than 500 miles will be given Exposition recognition.

'I shall never forget the beautiful picture your Exposition offers."

*Vice-President
Thomas R.
Marshall*





AT THE OUTDOOR ORGAN

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

Former President, William Howard Taft

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

Gov. John D. Hendrick, of Wyoming

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

*Theodore N. Vail, President
American Telegraph and Telephone Co.*



AT THE END OF THE ISTHMUS

"You have made a most beautiful Exposition, on a place made beautiful by nature, and made more beautiful by art,—one of the most beautiful I have ever seen. It is so beautiful that I wish to make an earnest plea that you will keep the Exposition going for another year. I hope, not only will you keep the Exposition running for another year, but that you will keep these buildings of rare phenomenal taste and beauty where they are."

Theodore Roosevelt

1916

1916



OUTDOOR LECTURE IN MIDWINTER

Railroads and steamship lines are offering attractive rates; San Diego hotels, apartment houses and business concerns are maintaining prices that rule when no Exposition is attracting guests. A trip to San Diego has attractions greater than any other American journey: why not
GO TO SAN DIEGO?