



Ground-  
Breaking  
Ceremonies



San Diego  
July 19-22,  
1911

Panama-  
California  
Expo-  
sition



**"Ground-Breaking" Ceremonies  
Panama - California  
Exposition  
San Diego, July 19-22, 1911**

THERE'S another reason why you should visit California this summer. Anxious to know what it is?

Mr. Collier has told us, and we will tell you.

Mr. D. C. Collier is director-general of the Panama-California Exposition, to be held at San Diego in 1915. That event is four years ahead, but active work will begin *this* summer.

The "ground-breaking" ceremonies will take place in July, 1911. They will be worth crossing a continent to see.

Just write "San Diego, July 19-22, Ground-Breaking Ceremonies, Panama California Exposition," in your itinerary and then arrange to be there.

Maybe you are going to California to attend some of the big midsummer conventions on the Pacific Coast. Maybe you are going there for business reasons, or just to enjoy the fine summer climate and see the sights.

While on the Coast take time to run down to San Diego the week of July 19th.

Elaborate preparations are being made.

Gorgeous pageantry and floats will illustrate the chief events of that golden period of California's history, beginning

with the discovery of the Pacific by Balboa in 1513, and ending with the founding of the missions by Serra in 1769.

Especially notable will be the procession of twenty-one missions. Each mission will present its story with appropriately costumed characters.

The civic ceremonies will be participated in by state officials, church prelates, municipal officers, and representatives of the national government.

Each day of the four will be a fiesta of mirth and music. Not room here to mention all the details.

Mr. Collier says that the celebration will be a "hummer," from start to finish. He ought to know.

### *Different from the Others*

There are expositions and expositions. Beginning with Chicago, and running down the years, they have been more or less alike--some big, some small, but worked out along similar lines.

Now comes San Diego and promises something different--not bigger, not necessarily better, but absolutely unique.

Most expositions celebrate something remote, historic, vanished. San Diego's jollification has to do with an event yet in the future--the opening of the Panama Canal.

Most expositions last only a few months. The Panama-Pacific will begin January first and end December thirty-first, a whole year. That's be-

cause San Diego has an ideal climate the year 'round. The weather is as comfortable in January as in July. Thermometers work undertime there, the annual range being from 40 degrees Fahrenheit to 85 degrees. Never too cold, never too hot.

Most expositions are amplified and glorified county fairs. The P-C isn't altogether that kind. Mainly it will be artistic, historic and educational.

Different, in every way, from the others. A magic mission city, out in Balboa Park, where you will see Western America as it used to be and as it now is, all under a turquoise sky and beside a summer sea.

### *Why it is at San Diego*

But why at San Diego?

Besides the reasons already given San Diego's chief claims for holding an international exposition are:

It is the first (U. S.) port of call on the Pacific after leaving the Panama Canal.

It has one of the only two land-locked harbors between Valparaiso and Puget Sound.

Its citizens have bonded themselves and subscribed a total of \$2,000,000 to finance the scheme. That is more than \$50 per capita for every man, woman and child in San Diego.

### *Balboa Park*

Mr. Winfield Hogaboom, director of publicity, tells us that the "outside"



San Diego water front—Coronado in the background

feature of the Panama-California exposition will be its mission architecture. This product of the time of the padres is to be worked out in a practical way, by a recognized authority on Spanish-colonial types.

The state and government buildings will cover ten acres of ground. Thirty acres will be devoted to the Spanish gardens. There also will be large separate edifices devoted to electricity, ethnology, forestry foreign and domestic liberal arts, mines and transportation, art, horticulture and agriculture.

The buildings (connected by arcades and pergolas and covered with semi-tropical foliage) all will be constructed in pure mission style and finished in warm colors. Balboa Park, containing 1,400 acres and located near the center of San Diego, will be transformed by 1915 into a dream city.

### *Indians Old and New*

The Indian feature alone will attract thousands of visitors. Every known Indian tribe of the western hemisphere will be represented by living members or lineal descendants.

also by specimens of primitive handiwork.

The Toltecs will be there and the Mayas, the Oaxacas and Yaquis, likewise the Incas. From our own Southwest will come the Hopis, Zunis, Navahos, Apaches, Havasupais and Mojaves. The plains Indians, too, will be represented, all with their pottery, blankets, silver ornaments, baskets, and fibre goods, their household implements, their sports and dances.

No "bad" Indians need apply!

## *Spanish Pageantry*

Spanish pageantry will live again. You will see Balboa, Cabrillo, Viscaino and Coronado in all their former glory. Once more across the stage will march padres and peons, señoritas and cavaliers, and all the sunny life of centuries ago.

Yet alongside these old customs will be shown the greater industrial glories of to-day -- shown not in "still life" but in action. Fruits and grains will blossom and ripen, ores will be mined and prepared for commercial use. Waters will run, fire burn and wheels turn. Everything in this department will be a practical object lesson.

The first day of the celebration will be devoted to religious and civic ceremonies, including pontifical high mass in the morning, and laying corner stone of administration building by Masonic orders in the afternoon.

The first of the big pageants is to take place the night of July 20th. King Cabrillo, who is to reign over the Carnival, will be escorted through the city and join Queen Ramona. In the afternoon there will be a floral parade.

Fraternal orders and civic societies will have charge of the third day's pageant of floats and displays. Open-air masked ball and receptions in the evening.

The Mission parade occurs July 22d. Carnival and fiesta will close the four days' entertainment.

A wild west show, automobile races and an aviation meet also are on the program. It is practically assured that the regular soldiers now in camp at and near San Diego will be there during July, as well as the Pacific naval squadron -- all of whom are expected to take part in the pageants.

### *Hotel Accommodations*

The new U. S. Grant Hotel, located in the heart of the business district of San Diego, is a guarantee that exposition visitors will be well housed. It is built of reinforced concrete, and has a thousand rooms. The other hotels of San Diego also furnish excellent accommodations.

Just across the bay, and reached by ferry, is Hotel del Coronado, with its summer tent city and unrivalled ocean beach. This hotel is a small city in itself, admirably conducted and very popular with resort travel.

The tent city provides ideal outdoor life at a minimum of expense.

### *World's Fair at San Francisco*

San Diegans can afford to be generous. They want you to know that San Francisco also will hold a World's Fair during 1915, for which project the sum of \$17,500,000 has been raised. San Francisco's "fair" will be larger than the one at San Diego and fully representative of the commercial life of the Pacific Coast. There is room for each; in fact, both will work in harmony, and both will "pull" for California.

## *Excursion Fares*

Summer excursion tickets will be sold over the Santa Fe to San Diego, Los Angeles, San Francisco or Oakland and return daily, June 1st to September 30th, good for return until October 31st, at \$72.50 from Chicago, \$60 from Missouri River, \$70 from St. Louis, and proportionately low from other points. These fares are for tickets via direct routes.

For details of similar fares to North Pacific Coast, also for special fares account national conventions at Los Angeles, San Francisco and Portland, consult our folder entitled "Summer Excursions, California and North Pacific Coast," copy of which may be procured of any Santa Fe agent.

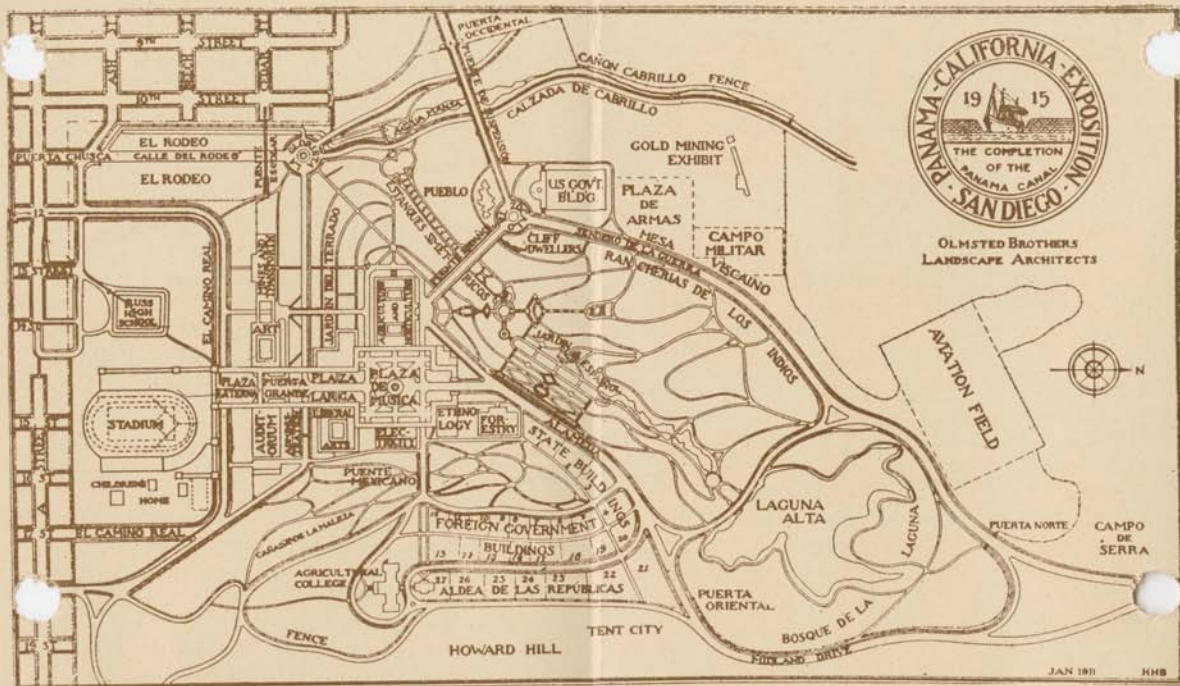
If your through railroad ticket does not include San Diego, you can buy in Los Angeles a low fare excursion ticket to San Diego and back, but it is better to have San Diego included when your through ticket is bought.

## *"Santa Fe All the Way"*

It is always cool in summer along the Santa Fe through Colorado, New Mexico and Arizona. In that section, for most of the way, you travel a mile up in the sky.

As to Santa Fe service much might be said. Only room here to mention two items--Fred Harvey meals and the stop-off at Grand Canyon of Arizona. Either one is a sufficient reason





Ground Plan of Panama-California Exposition, San Diego, 1915

for "going Santa Fe." You will find the other "reasons why" in our various folders describing the California tour.

Four Santa Fe trains -- one of them the luxurious California Limited--leave Chicago and Kansas City every day for California. No other line offers such complete and satisfactory service.

W. J. BLACK, Pass'r Traffic Mgr., A. T. & S. F. Ry. System, Railway Exchange, Chicago, Ill.

JNO. J. BYRNE, Ass't Pass. Traf. Mgr., A. T. & S. F. Ry. Sys., Kerchoff Building, Los Angeles, Cal.

W. A. BISSELL, Ass't Traffic Mgr., A. T. & S. F. Ry. System, San Francisco, Cal.

J. M. CONNELL, General Passenger Agent, A. T. & S. F. Ry., Topeka, Kan.

W. S. KEENAN, General Passenger Agent, G. C. & S. F. Ry., Galveston, Tex.

PAUL P. HASTINGS, General Passenger Agent, S. F. & P. Ry., Prescott, Ariz.

J. BRINKER, General Passenger Agent, S. K. Ry. of T. and E. Ry. of N. M., Amarillo, Tex.



### Panama - California Exposition Officials

1—D. C. Collier, Director-General. 2—U. S. Grant, Jr., President. 3—L. G. Monroe, Secretary. 4—A. G. Spalding, 2d Vice-President. 5—J. W. Sefton, Jr., Exploitation and Publicity. 6—D. F. Garrettson, Finance. 7—J. D. Spreckels, 1st Vice-President. 8—George W. Marston, Grounds and Buildings. 9—L. S. McLure, 3d Vice-President. 10—George Burnham, President Chamber of Commerce, Director. 11—G. A. Davidson, 4th Vice-President.



The Coronado Tent City



U. S. Grant Hotel, San Diego



Hotel del Coronado, Coronado Beach



San Diego Mission



San Luis Rey Mission