

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



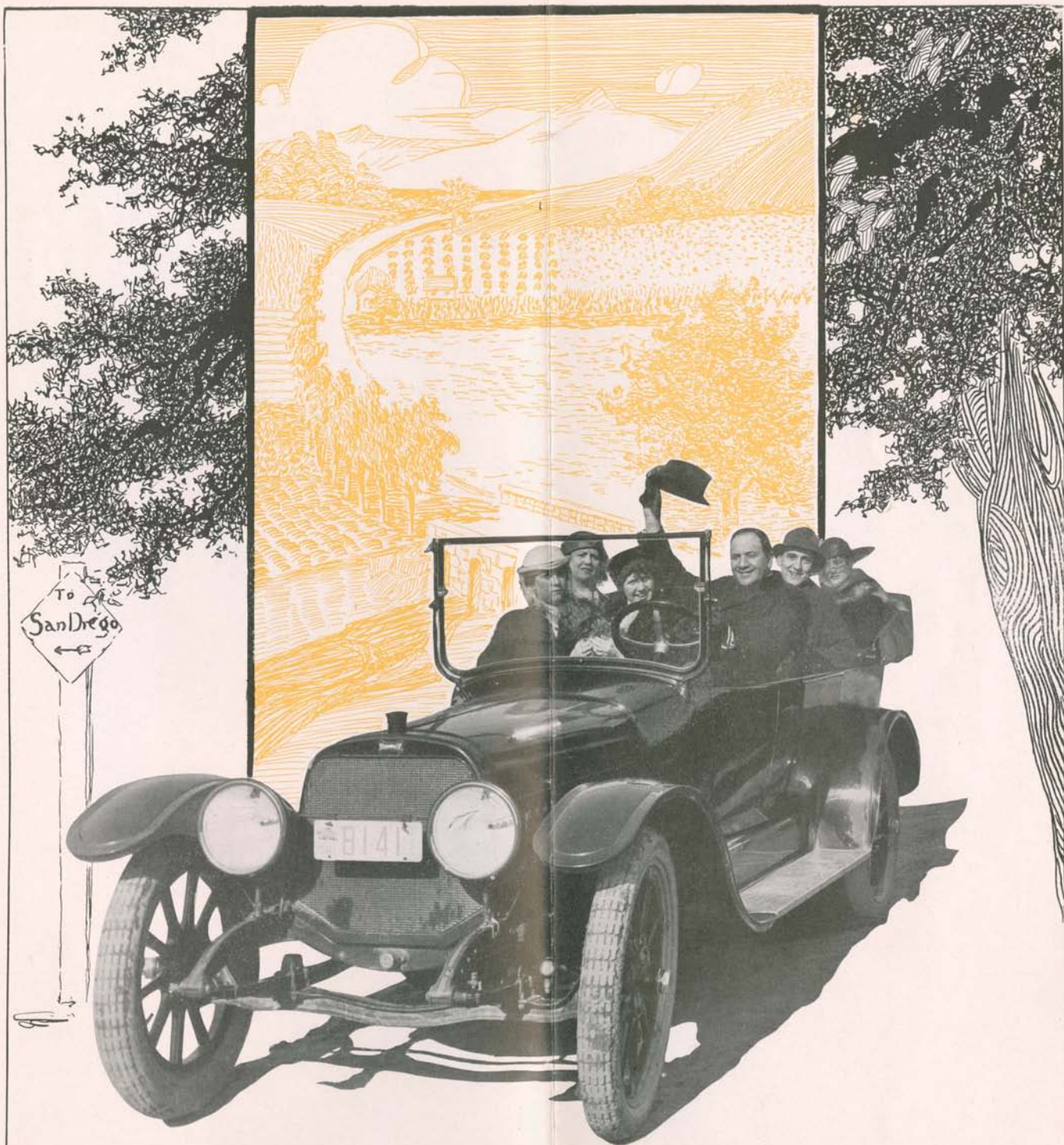
Exposition will be open through
formal dedication is March 18th.
Night Admission, 25 cents. Autos, 25 cents



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

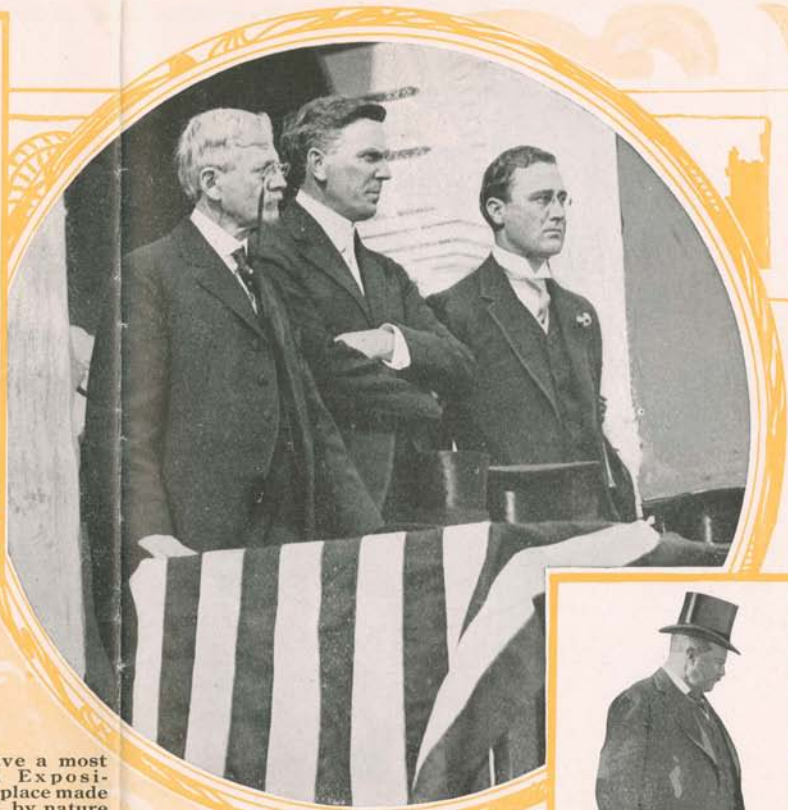
"This Exposition is one of the most beautiful and perfect things architecturally that has ever been conceived."

FRANKLIN K. LANE

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

"You have 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,—so beautiful that I wish to make an earnest plea that you will keep the Exposition going for another year. I hope not only that you will keep the Exposition running for another year, but that you will keep these buildings of rare phenomenal taste and beauty where they are."

THEO. ROOSEVELT



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



THEO. ROOSEVELT
Former President of
the United States

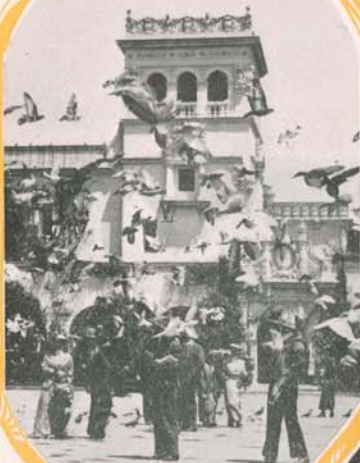


FRANKLIN K. LANE
Secretary of the Interior

The U. S. Government has given especial recognition to the 1916 Exposition. A battalion of marines, a troop of cavalry, a battalion of infantry, 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



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.

"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

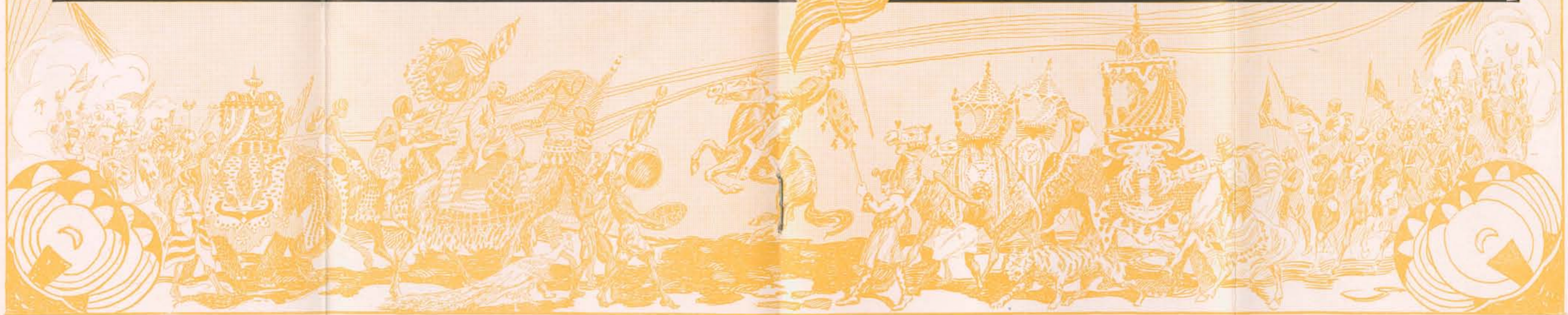
"We all agree that there is but one word in the English language that describes the grounds, and that is "exquisite."

THEO. N. VAIL,
Pres. A. n. Tel. & Cable Co.



EXPOSITION ARCHITECTURE

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 Ramona'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.

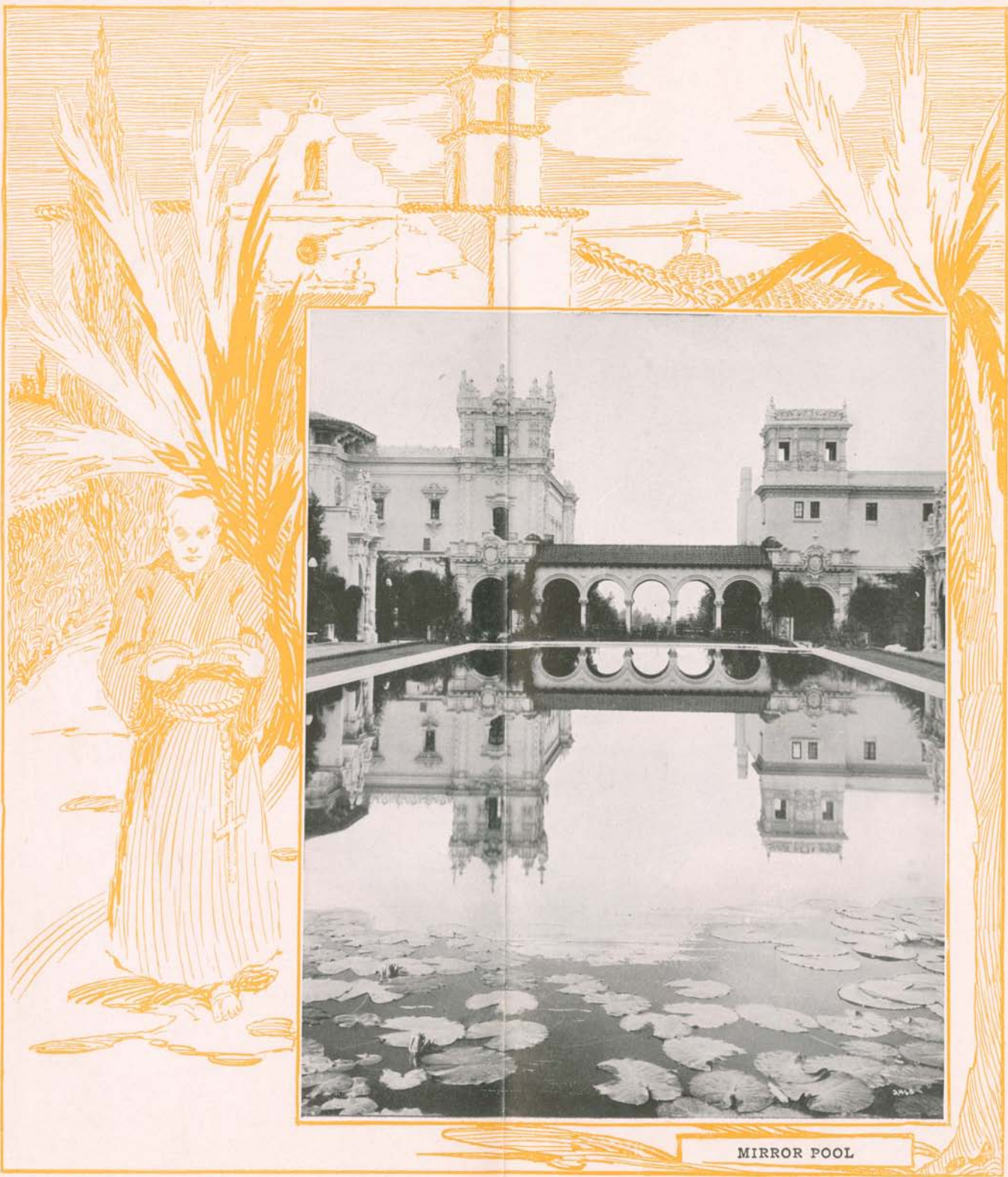
SWEETWATER DAM.—Trains, sight-seeing autos.
TORREY PINES.—Discovered by Dr. LeCompte in 1850. Rare species of pine found only in one other place in the entire world.
THEOSOPHICAL INSTITUTE (Point Loma).—Sight-seeing automobiles.
BENNINGTON MONUMENT (Point Loma).—Sight-seeing automobiles.
WIRELESS STATION (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.



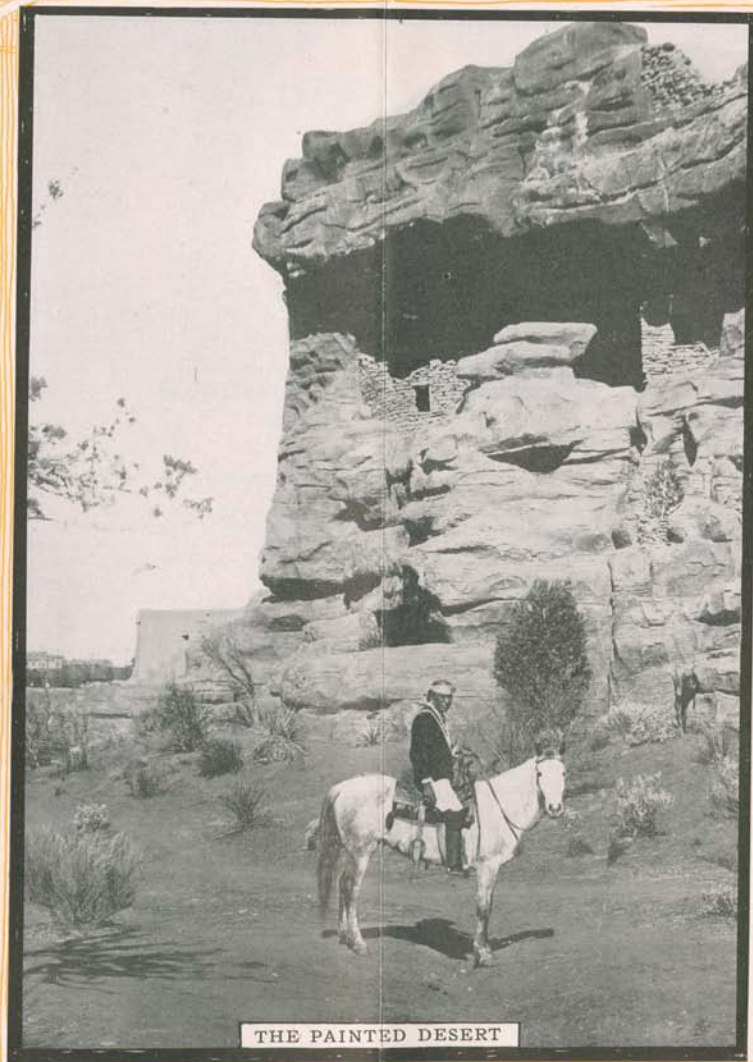
The Exposition's amusement street—The Isthmus—is half a mile long, and in addition to the best of the 1913 attractions, has added a score of new features, including the best of those providing entertainment at San Francisco's 1915 show



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



MIRROR POOL



THE PAINTED DESERT



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 FRANK C. SPALDING, Treasurer

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 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 operation.
 \$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 completed,
 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.
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 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-
 positary 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.

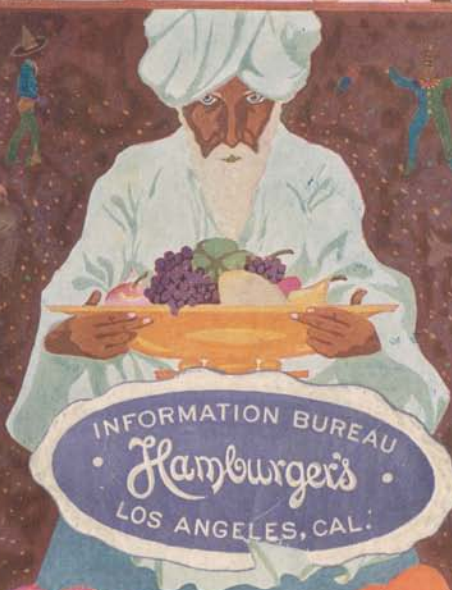
HOTELS

NAME	RATE	NAME	RATE	NAME	RATE	NAME	RATE
Albany	\$1.00 to \$5.00	Federal	\$1.00 to \$2.00	Keystone	\$1.00 to \$2.50	New Palace	\$1.00 to \$3.00
Albatross Inn	1.00 to 1.50	Florence	1.00 to 3.00	Kinalmeaky Ct.	1.00 to 2.50	New Western	1.00 to 3.00
Amherst	.75 to 1.50	Ford	1.50 to 2.50	King Edward	3.50 to 3.00	Nye	1.00 to 1.50
Arno	1.00 to 1.50	Golden West	.50 to .75	King George	1.50 to 3.00	Onyx	1.50
Barbara Worth	1.25 to 7.00	Grand Central	1.00	Kingston	1.00 to 3.00	Olive	1.00 to 1.50
Barstow	1.00 to 3.00	U. S. Grant	1.50 to 4.50	Kniickerbocker	1.00 to 2.00	Oxford	1.00 to 3.00
Batavia	1.00 to 2.00	Green	1.00 to 2.00	Kirkland	2.00 to 3.00	Palmer	2.50 to .75
Botsford	2.00 to 3.50	Haddon Hall	1.00	Lanier	1.00 to 2.50	Palomar	1.00 to 3.00
Burnap	.75 to 1.00	Harvey	1.00 to 1.50	Robert E. Lee	1.00 to 1.50	Polhemus	2.50 to 3.50
Carleton	.50 to 1.00	Hawthorne Inn	1.00 to 1.50	Lubin	.50 to 1.00	Prescott	.75 to 1.00
Colonial Inn	1.00	Helix	.75 to 1.25	Lynne	1.00 to 1.50	Raymond	1.00
Chelsea	1.00 to 1.50	Horton	1.00 to 3.50	Manhattan	1.00 to 2.00	Richelleu	1.00 to 1.50
Costa Vista	.75 to 2.00	Imperial	.75 to 1.00	Martin	1.00 to 4.00	Richmond	1.50 to 1.00
Crane	.75 to 2.00	Jewett	1.00 to 3.00	Mason	1.00 to 2.50	St. Charles	1.00 to 1.50
Denver	1.00 to 1.50						

APARTMENT HOUSE

NAME	RATE (Weekly)	NAME	RATE (Weekly)	NAME	RATE (Weekly)	NAME	RATE (Weekly)
Adair	\$ 9.00 to \$35.00	El Commodo	\$14.00 to \$28.00	Karisa	\$10.50 to \$17.50	Purrier	\$14.00
Alexandria	17.50 to 30.00	El Dorado	17.50 to 28.00	Kearney	5.00 to 6.50	Ramona	14.00 to 28.00
Alpha	17.50	Elkins	14.00	Kearsarge	14.00 to 21.00	Rebecca	10.50
Aurora	17.50	El Ocho	17.50	La Binda	14.00 to 21.00	Revere	17.70 to 28.00
Belden	6.50 to 16.00	El Oro	14.00 to 28.00	La Mar	17.50 to 35.00	Rubin Block	12.00 to 14.00
Blake	28.00	Franklin	17.50 to 28.00	Lee	9.00 to 25.00	Savoy	14.00
Boston	16.00 to 17.50	Granada	17.50	Lincoln	14.00 to 28.00	Solar	28.00
Braemar	7.50 to 17.50	Grand View	14.00 to 20.00	Lucerne	14.00 to 35.00	Sparks	14.00
Buckeye	14.00	Hampton	14.00	MacDonald	14.00	Spokane	14.00 to 21.00
Butler	17.50 to 20.00	Hazel	10.50 to 21.00	Maple	28.00	St. Anthony	17.50
Cedar	10.50 to 21.00	Hermann	5.25 to 10.50	Mardela	7.50 to 21.00	Stirling	14.00
Carnegie	7.00 to 35.00	Highland	17.50	Marshall	17.50	Stevens	25.00
Cliff House	14.00	Howard	14.00 to 28.00	Mirasol	14.00 to 30.00	Hartley	14.00 to 28.00
Commodore	14.00 to 35.00	Idaline	17.50	Norris Cluster	7.00 to 10.50	Sumner	7.00 to 28.00
Cornelius	14.00 to 28.00	Ivanhoe	14.00 to 28.00	Ottawa	14.00 to 28.00	Thorbus	6.50 to 20.00
Dahlia	9.00 to 14.00	Ivy	7.50 to 28.00	Park	17.50	Turpin	30.00 to 35.00
El Centro	14.00			Parker	17.50 to 35.00		

NEW INTERNATIONAL EXPOSITION



INFORMATION BUREAU
• *Hamburger's* •
LOS ANGELES, CAL.



NOW OPEN

CLOSING DAY DEC. 31-