

# California's

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TOWER OF JEWELS  
Panama-Pacific  
International  
Exposition



The agricultural demonstration is San Diego's boast. The model intensive farm and the demonstration of large scale farming are rivaled as interest arousers by the great citrus orchards

# The Panama-California Exposition

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*Editor's Note:* Mr. Watson in the following pages gives a clear idea of the methods by which the San Diego Fair has been made a success virtually from the start. His account will prove most interesting reading. The beautiful, natural setting of the Panama-California Exposition, together with the unique ideas employed in its construction, are noteworthy reasons for its delightful qualities and its popularity with visitors.

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**I**F SAN DIEGO'S Panama-California Exposition, which was started several months before the Panama-Pacific at San Francisco, had been allowed to go ahead, without the holding of the larger fair at the north, San Diego would undoubtedly have built an exposition patterned after those of Chicago and

St. Louis. With the assistance of the extraordinary climate of Southern California it would undoubtedly have been beautiful, but there would have been little else to commend it above all other fairs.

Soon after the exposition was started, however, it was announced that San Francisco would build an international fair, in scope, in



The largest outdoor organ in the world, its curved colonnades partially encircling the Plaza de los Estados. It is permanent

purpose, and in treatment broadly similar to the great world's fairs of the past.

San Diego was faced with the question of whether it would build a similar fair, or develop one along entirely new lines, or abandon its own original idea. The last was inconceivable. The first was obviously inadvisable. The remaining alternative was the best, and as time went on it was found to be far better than it was guessed at the outset. By adopting an entirely new form of architecture so far as exposition treatment was concerned, the Spanish Colonial, there was achieved a result nothing short of amazing. By adopting a new idea in entertainment features there was gained an atmosphere which no other fair ever conjured up. By adopting a new field for development the exhibit feature—the *raison d'être* of any fair—leaped into importance chiefly because of its novelty, timeliness, and sincerity.

At some time after the opening of every fair there has come to its managers the sorrowful realization that mere size and number of exhibits are not sufficient. There is the memory of the surprising speed with which the visitors fairly galloped through vast halls crammed with exhibits which had taken years to assemble. This was the first field for endeavor which San Diego noted, and here came the first radical change.

#### NO COMPETITIVE EXHIBITS

"There will be no competitive exhibits," came the ruling. "The bulk of our visitors will not care to see forty variants of the same machine. They will wish to see only the best example of a type. Moreover, they will wish to see it so displayed as to demonstrate just what it does and how it does it."

Hence there is not an exhibit by a dozen manufacturers of baking machinery. There is one section of the Varied Industries Building

taken by a large flour milling company, the whole display back of plate glass. On the upper floor is a dough mixing machine of the latest type, which accurately measures constituent parts and sends a river of dough down an inclined plane to a kneading machine, thence out through a cutter which measures the dough for loaves so nicely as to show no appreciable variation in a run of several thousand. Here are the trays on which the loaves are placed and carried over to the electric and gas ovens, and beyond these the wrapping room and the sales room. An added feature is the lecture room for housewives. The whole thing is a singularly effective demonstration of one important branch of household economy. Incidentally, this exhibitor supplies all breads used on the exposition grounds, and instead of meeting a heavy expense charge each month, clears a neat profit.

In the same building is an orange shipper, who has given up a large part of his space to

an orange sorting and packing machine and another machine for quick preparation of juice. These attract the attention of visitors who immediately become desirous of sending to some one in the East a small box of oranges grown within a short distance of the San Diego Exposition—and find the boxes ready for immediate shipment. A hundred examples could be cited, but these are sufficient to call attention to the human nature of the exhibits and the effectiveness of San Diego's leap forward from old time traditions.

Understanding of the agricultural display, the most notable one which any world's fair has devised, must be preceded by some information as to what the exposition is trying to do, not for the city of San Diego, but for the great West which has responded generously to San Diego's invitation. The upbuilding of the West has been rapid, but its uninterrupted progress must be based on one essential—the development of the enormous resources in the



Vice President Marshall and other distinguished visitors review the parades held in the Plaza de Panama

soil. Thus San Diego seeks to call the world's attention to the West's farming resources, not by oratory, not by printed matter, but by intelligible and intelligent display. The largest agricultural implement manufacturer in the world has taken the largest exhibit space that company ever took, and is simply enlisting the aid of San Diego's all-year climate. It has set out an orchard in which there are bearing trees—treated with the cultivators, the fertilizers, and the other orchard machinery which that company makes. It has reserved another great space where that company's tractors and plows and reapers are at work. It does not stop with giving the farmer the information he wants. It gives the city man the information which would enable him to start farming, and also the impetus to make use of that information.

#### INTENSIVE FARM

The tourist finds adjoining this display a model intensive farm which explains to the Easterner that a great tract is not necessary for profitable farming, that results can be attained on a few acres, and that the farmhouse can be as comfortable, under modern conditions, as the city residence. Or he can go across the way and see an orange and lemon orchard in full bearing power. Or he can see a tea plantation transplanted from Ceylon, an appealing substitute for the conventional tea display. Up this same road he can see farming implements of many types performing the feats which only modern methods can perform.

The belief is that this will start a back to the land movement of great proportions. The Western states exhibiting and the California sections which have their own impressive displays are making use of that possibility and in their individual buildings are showing what they have to offer to the settler. What is true of farming is equally true of mining, or forestry, and other fields of endeavor.

The effort to have the exhibits comprehensible is followed out even in the difficult realm of anthropology and ethnology, in which the

United States National Museum has been one of the chief contributors. The display in the Science of Man Building is so arranged as to be grasped in its broadest features by the casual visitor. In its detail it strikes home as the best offering of the sort which world's fairs have shown, this being recognized at the outset by the scientific societies which have visited the exposition. It is worthy of mention that some of the casts of the exhibit are now the only ones in existence, being the only copies of certain casts destroyed in the European war. The portrayal of conditions among the ancient Mayas and Aztecs and Incas and Toltecs is incomparable.

#### ON THE "ISTHMUS"

And there are less serious features. As in all cases, there is the "Pike," or "Midway." only here it is the "Isthmus," another reminder that both California expositions celebrate the opening of the Panama Canal. The canal itself is duplicated in miniature in a remarkable manner in one of the largest concessions. Indian life of the Southwest, with 200 Apaches, Navajos, Supais, Hopis, and Zunis weaving their rugs, shaping their pottery, and hammering out their metal ornaments in a setting which has reproduced with extraordinary fidelity the Painted Desert. There is a typical California '49 camp. There is an Hawaiian village, and along the street the many other attractions of an amusement character. In the streets of the exposition itself wander Spanish singers and dancers.

San Diego faced a big task, and overcame it. The smallest city which ever built a fair of these proportions has witnessed the entirely novel feat of having it go on a paying basis in the second of its twelve months of operation, and add steadily thereafter to net profits. Far more important, it is accomplishing the results at which it aimed. It is calling attention to the possibilities of the great West in the most effective manner the West has ever been exploited for permanent results. The nation will be the winner.