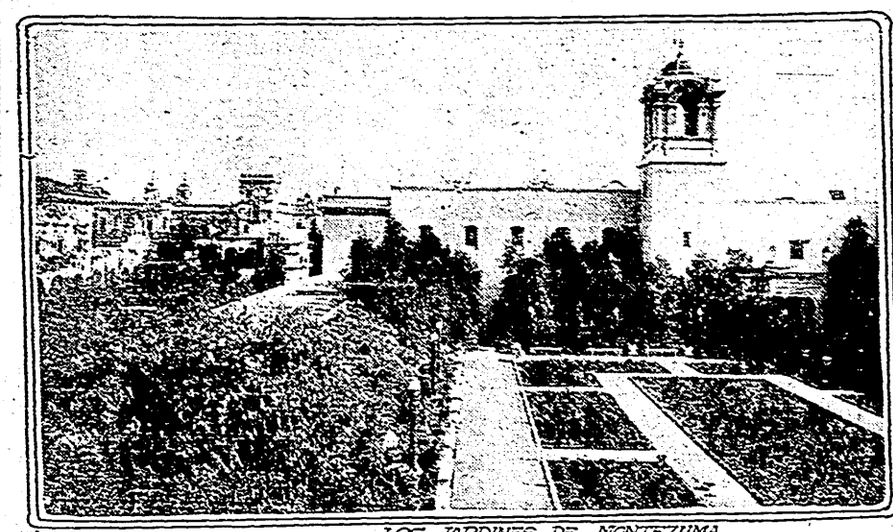
PANAMA-CALIFORNIA FIRST PURELY CONSTRUCTIVE EXPOSITION

By H. O. Davis, Director General

NEXT to climate and other gifts of a most bountiful nature, the San Diego Exposition owes its most important features primarily to necessity, which has proved the mother of invention ever since time began. Although the idea of a celebration of the completion of the Panama Canal originated in San Diego, and although the Panama-California Exposition at San Diego was the first to be chartered and started, definite plans for another world's fair in 1915 were laid at San Francisco a little later.

The small city at the very southwest corner of the United States realized that a great event comparable to the world's fairs at Chicago and St. Louis would be held at the northern city. It was too late for San Diego to abandon its own Exposition. It might have continued its plans as started, but had it done so there would have resulted certain duplication of energy, waste of effort, and a good deal of rivalry, which could do no good to either city. It was right there that necessity stepped in, and at San Diego there was devised a new plan—a plan for creating an exposition which should not be in competition, but which should be complementary to that at San Francisco; one which, by reason of climate and other natural conditions existent nowhere else, should be different not only from the Panama-Pacific, but should be different from all other expositions of previous years.



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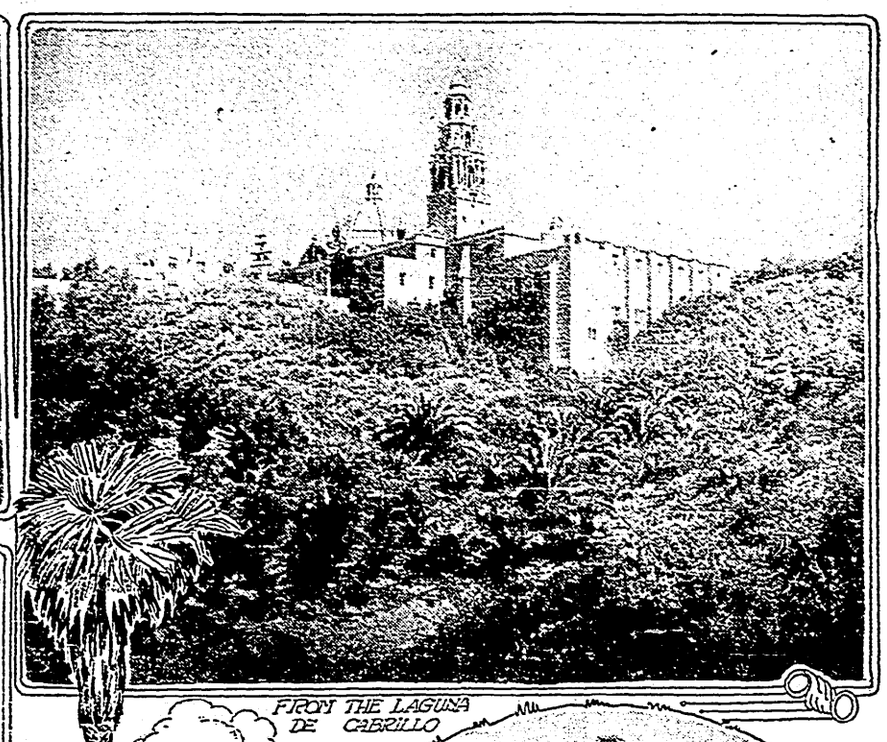

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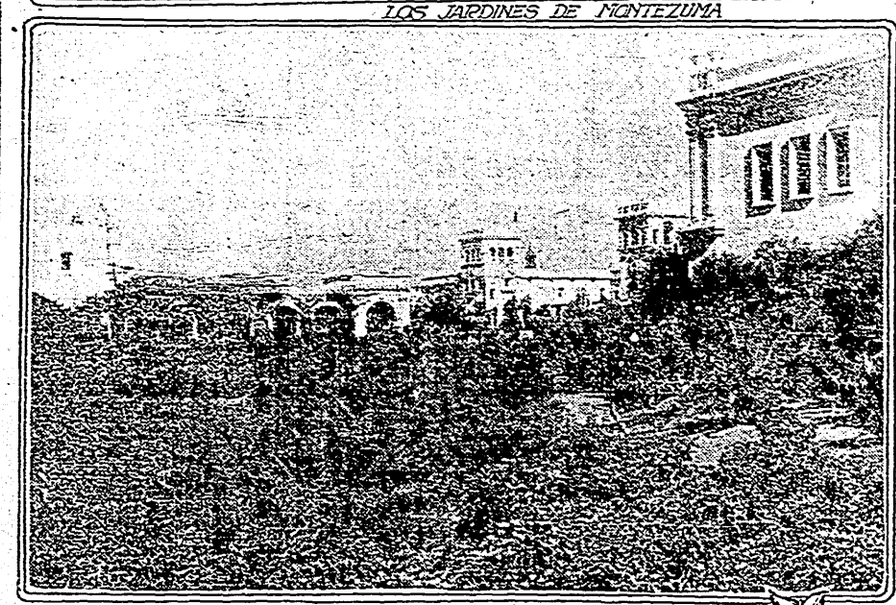
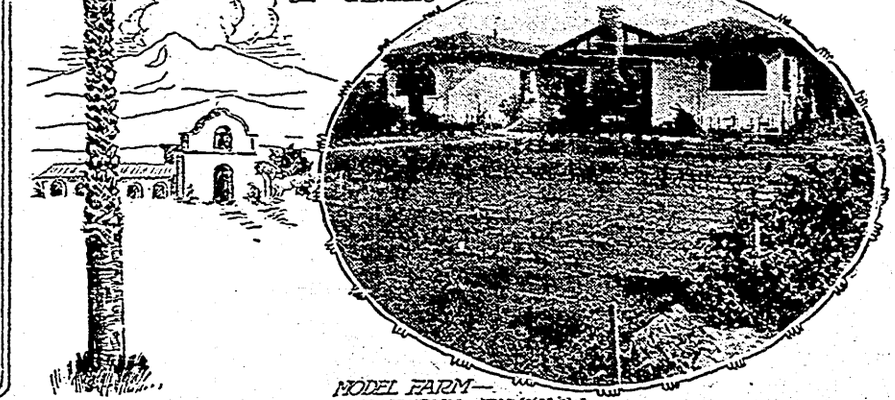
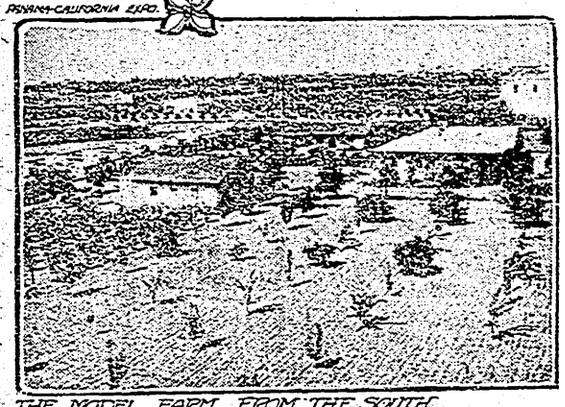


LA BOSQUE DE LAS PALMES PHOTOS COPYRIGHT 1914 PANAMA-CALIFORNIA EXPO.



MODEL FARM—CALIFORNIA BUNGALOW



THE MODEL FARM FROM THE SOUTH

DEVELOPMENT CONSIDERED

In this whole program there was a very definite idea of a permanent result. In all cases of the past certainly the development of the city in which an Exposition has been held has been the great moving purpose. Here at the start, then, is one difference. I do not mean that San Diego has no idea that the 1915 Exposition will aid the city, for that will not be so. There is a very definite belief that the city will be helped, but, instead of being the direct object, that is an indirect object. There are things of greater moment which San Diego hopes to accomplish. The great object principally is the development of the Southwest country, in which San Diego as the first port of call north of the canal is primarily interested. The work does not stop there. There is a belief that just as the Southwest will be aided through the agricultural display at the Exposition, so all agricultural interests in the country will be benefited by the display of scientific agriculture. The problems of California are, after all, very much the same as the problems of other sections of the country where agriculture is not carried on in the most scientific manner.

For a long time we have been hearing that the back to the land movement must be started without delay. The talk about that subject originated, I believe, in a magazine article of several years ago. I do not think that the writer of that article had the slightest idea of what was going to be started. As a matter of fact, the man who wrote that first article is not known to us. It did not impress us as we read it as a great thought, but one by one other writers took up the theme and gradually that idea was presented in article after article. Then the newspapers took it up, and then, as always, the political spellbinders, having found it a popular thing, took it up on their own account, and at last we knew that it was a vital problem. Do not get cause and effect confused, however. It was not a vital problem because the politicians took it up, but the politicians took it up because they realized it was a vital problem. It helped to get votes. It helped to establish a reputation.

Purpose Extended

To be perfectly frank, when we started out with this program of developing agriculture it was with the idea of building up the back country for San Diego and the other Pacific ports. The growth of the Western states has been most remarkable, but at the same time since there has come a depression those states have felt it sharply for the reason that they were dependent largely on the industry without their own state walls. They had no great back country. If conditions in Chicago are poor, Chicago does not suffer so sharply because it has the tremendous resources of the agricultural Middle West to draw upon. The conditions in New York City itself are poor; New York does not suffer sharply because there are the resources of the whole exporting country to draw upon. The Western states have no such back country, and the natural result is that I have indicated. The prime reason for the lack of a back country, of course, has been the barrier of the mountains. The transcontinental freight rates have had a tendency to push the products of the agricultural West into the Twin Cities and Chicago and St. Louis and Kansas City. The coast states, which are nearer the nation's granary in point of miles, do not get the benefit that might have been obtained.

Now comes the Panama canal, a completed reality. Now comes a complete change in the freight rates situation. There is possible a direct water haul from eastern tidewater to western tidewater. There is possible not only this direct relation of the Pacific coast states with the East, but also a commerce between the back country and the East. If ships can move from New York to San Diego with a freight cost very much lower than the railway freight cost, then it is reasonable to suppose that a goodly amount of freight business can be hauled back from the coast by rail.

Back Country Established

We saw that, and we employed statisticians to find out exactly how far back into the interior this freight could be carried before the rate should equalize with the all-rail rate from eastern points. It was a matter which was too serious to allow any guess work, and we furnished our statisticians with freight rates on the different railroads and the steamship lines, canal tolls and similar information. We had these statisticians take a carload of steel from Pittsburg and carry it down to Eastern tidewater, trans-ship it by boat down the Atlantic coast through the canal and up the west coast to San Diego; we had that steel loaded aboard freight cars and carried east. Then we took another carload of steel from Pittsburg and brought it West by rail all the way, keeping close watch as it moved along to find out what the freight rates by zones would figure.

We did just the same with a carload of carpets from Worcester, and a carload of clothing from Rochester, and of furniture from Grand Rapids, and of similar commodities from the principal points of origin in the fully developed industrial East. As fast as the train moved west 200 miles and the other train moved east from San Diego 200 miles, we checked up the freight rate, and finally we came to a point where these two rates equalized. There was a fairly regular line running north and south from the Mexican border, and then cutting sharply toward the west, cutting off a great territory in the extreme southwest of the United States. That territory was San Diego's back country for the reason that every point within that country could get its goods more cheaply from the East via the canal and San Diego than in any other way. Similarly, the products of that country could be shipped to the East via San Diego and the canal more cheaply than in any other way.

Claims Proved

I confess that when I showed the extent of the potential back country to experts there was a great deal of surprise, and it was necessary to prove my claims. I showed the methods by which we had arrived at that conclusion and there could be no question of our right to make such a claim. It is not a matter of guess work at all, but of plain figures. That back country includes the western part of New Mexico, the southwest corner of Colorado, Southern Utah, southern Nevada, Southern California, and, of course, all of Arizona. We recognized that this was a tremendous country for one city to serve as the transit market. We did not, however, know what the country contained, and it became necessary for us to put other statisticians to work to find out.

This body of men was supplied with the reports of the government department of agriculture, the state departments, and where these authentic figures were not sufficiently complete we had to rely on private data, which were checked up as carefully as the government figures could have been checked. We found out next how much of that country was already under development by farmers. We then found out how much of it was developed by irrigation and how much without irrigation. We then ascertained how much could be developed without irrigation and how much of that country had a sufficiently close water supply to make irrigation a possibility. Thus, in reaching our final figures, we threw out of consideration entirely the desert country, which must remain desert until such time as irrigation reaches a higher science than it has yet reached.

We classified the national reserves separately and made our report on them entirely distinct from the general report. We had our statisticians figure the gross output in mineral products, but that, too, was made separate and distinct because our prime purpose was to show the agricultural resources alone of the territory under consideration, segregating the agricultural resources which could be developed by private enterprise as distinguished from government aid.

Statistics Compiled

With these general figures at hand we carried the work very much further. We took every river valley and plateau of 2000 acres and over, and one by one these small districts were checked up for the most detailed information that could be of interest to the prospective farmer. We found out in each case the chemical content of the soil. We found out the distance to a suitable water supply. We found out the altitude and the annual range of temperature. We found out the marketing facilities by railroad and highway. We found out what crops were already being raised there with the best results. In other words, we got together all the information about any particular section of the Southwest which could be of value to the man who wishes to come in and settle. Our effort was to furnish him at the proper time with just as much information about the Western country as he could learn for himself by a detailed study of the whole West country. We wanted to do our part in treating the prospective settler fairly, furnishing him with exact information so that he could have his plans fully made before he came to the West at all.

And now as to what these figures gave us. The information gathered by individual counties and river valleys and plateaus was assembled first by states and then for the entire Southwest. We found that in 1912 there were under cultivation 4,229,704 acres of irrigated lands and 3,847,161 acres of other lands, a total of slightly over 8,000,000 acres. We found that the acreage of other irrigible lands was 22,314,527, and of other arable lands 21,627,550, these making a rough total of 44,000,000 acres. In other words, the territory under our consideration contained 52,000,000 acres of farm land, actually or potentially, and five and a half times as much as is now being cultivated remains entirely untouched.

Revenue Shown

The latest authentic figures for farm products are those of 1909, published in the 1910 census. That estimate of five years ago brought a revenue of farm products alone from this country of $142,728,991. Probably an estimate of $150,000,000 for this present year would be conservative. It is not necessary to take into consideration the $136,000,000 in mineral products last reported, for our purpose is to show the agricultural revenue only. The point is that approximately $150,000,000 a year are being produced from a country where five and a half times as much is possible if the land is developed.

Now we went a great deal further than that. The tendency in farming today is toward small intensive farms. A little distance south of the Exposition lies the "Little Landers" colony of San Ysidro, where men and women are farming on one-acre tracts and making a good living. They are doing it by scientific intensive cultivation. If the back to the land movement is going to assume any great proportions, the army composing it will be made up largely of city men and city women who have not had a marked success in metropolitan life, and, for reasons of prosperity as well as of health, wish to go to the farms and make a good living in a new field. Now these people are not equipped financially to buy a 320-acre tract, or to equip it if they could buy it, or to run it if they could equip it. These people must take up smaller tracts—very much smaller tracts, with forty acres as a fairly good average—if they are to do their best work.

Land Divided

Consequently, we have considered our territory very carefully, and, after finding out what crops are grown to best advantage in the different sections, have divided up the land into 40 or 320-acre farms, according to crop conditions and market conditions. We have found that the territory can be best divided into approximately 700,000 single farms. We have peopled these farms with an average of seven persons each, giving a farming population of approximately 5,000,000 people for the Southwest, which now contains 1,627,000. This 5,000,000 estimate, I repeat, is the farming population alone and does not take into consideration the additional urban population which must spring up just about as rapidly as the rural sections are developed. Then our statisticians equipped all of these 700,000 farms. They supplied cement and lumber and roofing and wire; they supplied household and farming implements, and such heavy machinery as is necessary for the complete development.

Every bit of furniture was taken into consideration, and when we found out what this equipment would cost we had further cause for surprise; the lumber item alone figures slightly over $1,000,000,000 for these 700,000 farms and their 5,000,000 occupants. The other commodities which will be necessary for the complete development of that section total in cost $4,000,000,000. We have not given out the detailed figures yet, for reasons which will readily suggest themselves, but these totals are sufficient to show the problem which we had before us. Keep those figures in mind—$4,000,000,000 in permanent capital investment, and $750,000,000 a year in annual output—not output in a single year, but permanent output, because this is all farming revenue and if it changes at all it will increase rather than decrease. Man must eat, and this Southwest country is going to prove one of the great agricultural producing sections of the world.

Figures Startling

These figures are of interest not only to the prospective farmer, but to the merchant who must supply these commodities and who must market a portion of the three-fourths of a billion dollars a year in products. They are of interest to the manufacturer, who must produce the commodities and use the raw materials. They are of interest to the railroad man, who must do the transporting, and to the banker, who must do the financing. They are of further interest because they directly concern the prosperity of the nation as a whole, to which an enormous added revenue of this character must mean a great deal. They are of interest to the cities, which are now troubled with an excess of population, and the constant advance of food prices, which must continue until the back-to-the-land movement is thoroughly under way. They are of interest to the nation as a whole because they indicate a movement back to the soil and the consequent improvement in our stock—not our cattle and sheep and hogs, but our human stock.

Here, then, is the general idea which served as the impetus for our work. And now comes the question of how we are going to carry out this idea, or try to do so. The Southwest will not be developed by capital alone. It must be developed by labor. All the capital in the world cannot produce this added revenue per year, or this total capital investment. It can be produced only by bringing people into the Southwest and filling every one of these river valleys and plateaus with settlers who will work and pull a living from the soil. In other words, the figures themselves do not start the back-to-the-land movement, by any means. This has been a problem for many years and there have been futile efforts to solve it.

Publicity Ineffectual

The magazine articles have called attention to the sections and quarter sections which are vacant and ready for settlement. The newspaper articles have done the same. The government reports have followed out that program, and the land shows have forced it home still further to the people who attended these shows, and yet the sections and the quarter sections remain pretty nearly as vacant as they were when the efforts were started. The failure of the campaign up to date is due to just one reason: All of these agencies which have been at work have sung of the beauties of the life in the country, something which was already fairly apparent to the people who were wanted to make up the back-to-the-land army. They have told of the results which were possible, but—here is the point—they have given no help at all in telling how these results were to be attained. The land shows, for example, have shown the finest fruits which were grown and the largest vegetables and the most productive varieties of grain. They have given almost no help in showing how these fruits and vegetables and grain can be grown. This is the point where the San Diego Exposition enters the field.

At previous world's fairs and at land shows there has been an exhibit of products from the farm. The San Diego Exposition shows its oranges, to be sure, but they are not crated or stacked; they are growing on the trees, just as they grow in the great citrus orchards of the country along the coast. The San Diego Exposition shows its peaches and apples and cherries and walnuts, but these, too, are growing on trees. The San Diego Exposition shows its agricultural machinery, but that machinery is not, as at previous expositions, idle in a great hall of machinery, but is in a large tract sown to different crops and is moving up and down that tract, performing exactly the same service it is supposed to perform on the farm itself.

How to Do It

The man who has a vague idea of going back to the land will see not alone what will be the results of his labors on the farm, but also how he is going to perform those labors. The city man who would not look for a minute at an idle tractor will look for a long time at that tractor in operation, doing the work of 100 men laboring under old conditions. The man who will not pay any attention to a sheaf of wheat will look for a long time at the demonstration of how that wheat is sown, and cultivated, and harvested, and carried to the mills, and finally to his table. This is a hasty description of the demonstration of large scale farming.

There is another demonstration intended particularly for the man who is unable to take up large scale farming. If he will walk down the Alameda, the road which winds through the outdoor display, he will see a five-acre intensive farm of a character entirely different from the large scale farm which he has just seen. He will see on this smaller tract rows of different fruit trees, and beneath the trees row after row of vegetables gathering sustenance from the water which flows down from the irrigation plant at the upper end. He will see how, by intensive cultivation, it is possible to grow as much on this small tract as could be grown on four or five times as much land under old style conditions. He will see that with his limited means he can buy sufficient land to support himself and his family in comfort and health and derive each year a good surplus varying from $500 to $1500 a year. This is not guess work. It is a statement of facts as witnessed in the productive valleys of California, where the white man has learned what it is possible to do with the opportunities which nature has placed in our hands.

Obstacles to Overcome

The lesson of this five-acre tract is greater still. Realize that there are very definite obstacles in the way of the back-to-the-land movement. The prospective farmer has in mind the drudgery which his father and grandfather had before him; either by boyhood experience or by perfectly truthful narratives, which have been told him, he knows what the farmer's life under old conditions was: A long day of drudgery, ending with the prospect of more drudgery on the morrow; a perpetual fight to keep up with the mortgage, and a year ending almost exactly like the year before. His wife, too, knows what the life of the mother or grandmother on the farm was: a life of drudgery just as great as that of the head of the household.

The demonstration of farm machinery shows the man how his work has been cut down in recent years, and just as important as that is the demonstration supplied by the model bungalow which occupies the center of the five-acre tract, wherein is shown that, exactly as modern machinery is cutting down the work of the farmer, so modern household machinery is cutting down the drudgery of the wife. The woman will see that when she leaves the city apartment she is not forfeiting the advantages of modern invention. She will see that, if her husband's pump can be run by motor, and if his heavy farming machinery can be run by motor, so, too, can her house be cared for by pneumatic cleaner and her laundry run largely by machinery.

And there is another thing just as important. Both the woman and her husband will recognize that if they can carry on the operation of a five-acre tract to advantage, then another couple can carry on to advantage a similar five-acre tract adjoining on the north and another adjoining on the south, and east, and up and down the road in both directions. That means there will be community life, and where there is community life there must be good roads and good schools and churches, and the other social advantages to which both, being city people, are accustomed. In other words, the isolation of the old-time farmer is a thing of the past, just as the drudgery is over.

Plan Demonstrable

The importance of this bit of progress cannot be overestimated. It is a demonstration which is quite as important as the demonstration of machinery. This gives an idea of the effort we are making to stimulate the desire to go back to the land. It might be mentioned that just as this is the general idea, so a particular idea is being carried out by the different states and groups of counties, which have their separate exhibits at the Exposition. If the prospective settler is really serious in his desires he can find out by visiting these buildings exactly what conditions he will encounter in any given section of the West which is exhibiting at the Exposition. From the outset we have explained to the participating states our idea and our firm belief that we are doing something of permanent advantage.

We have tried to make it clear that while the Exposition itself lasts only one full year—which, to be sure, is a great deal longer than any other exposition has lasted—its influence will extend over a much longer period. I do not think it is showing undue optimism when I say that the influence will be more marked in the ten years between 1915 and 1925 than during the year 1915 itself, when the Exposition is in actual operation. We have simply taken advantage of opportunity. We have taken advantage of the fact that the Exposition is the most beautiful creation of this sort which has been devised. Being beautiful it will place the visitor in a receptive frame of mind, and being in that frame of mind, the visitor will absorb the more readily the serious lessons we have to teach him.

Problems Multiplied

I fully believe that the city of San Diego will benefit from this Western development, but I also believe that the West itself will benefit immeasurably more; that agriculture as a whole will benefit, and this last I say because I know something of what the problems of agriculture are. There is waste land in the Southwest, to be sure, and the lessons which we teach can be put into service on these waste lands, but the problems of the lands which are not developed in the West are exactly the same problems of 3,000,000 acres of cut-over timber land in Wisconsin, which are producing absolutely nothing today; they are just the same as the problems of millions of acres of flat land along the Mississippi, which are producing absolutely nothing.

It really makes very little difference whether it is a problem of too little water or too much water. If the soil is fertile, then it can be made to bear results, either by irrigation or by drainage. There is not a city in the entire country which is not surrounded by small tracts of land, which are not only idle and useless, but are galling eyesores. The lessons which we teach at San Diego can be applied to these lands. I contend that while the West should benefit primarily, the East and the North and South will each benefit in large measure. Agriculture is king in the United States. When there is a year of poor crops all industry is harmed. When there is a year of good crops all industry is benefited. If San Diego shall have done anything to benefit agriculture, the country will be benefited. I believe that the San Diego Exposition is going to accomplish genuine service for the country at large.

Most Perfect Rose to Be Chosen by Contest At Potpourri Gardens

Just east of the marine camp on the lower plateau is the potpourri rose garden, of which Mrs. Jessie C. Knox is in charge. Mrs. Knox is attempting to show what can be done in the development of an entirely new industry in California, supplying this country with a potpourri which at present is made largely in Europe.

A contest which Mrs. Knox intends to hold during the year, to determine which is the most perfect rose, promises to do a great deal for rose culture in the United States. Other contests she is conducting include one in ceramics for the jars to contain the potpourri. There are numerous entries from different parts of the country.

THE birthday of the San Diego Exposition can be considered as September 9, 1909, when, at a meeting of the Chamber of Commerce, G. Aubrey Davidson proposed that the first port of call should hold the official celebration of the opening of the greatest waterway in history. The suggestion was taken up immediately, and so rapidly did plans get under way that, in July of the following year, the ground-breaking ceremony was held.

The first official spadeful of earth was turned four and one-half years before the dawn of 1915. Construction work, however, did not begin on a considerable scale for more than a year afterward, when the Administration building was erected, and gradually the arms of the engineers began reaching down what is now known as El Prado. The difficulties with which the builders of the Exposition had to cope are too well known to need reviewing for the people of Southern California.

Several months after the Exposition was chartered, and actually under way, San Francisco decided in favor of the Panama-Pacific International Exposition and went to Washington in search of government recognition. Immediately there was a disagreement between the two California cities. New Orleans sought to take advantage of that Western division by stepping in and rallying about itself the support of the North and East, in order that New Orleans might have the 1915 world's fair. In order to keep the great event on the Pacific coast, San Diego withdrew voluntarily and gave cordial support to San Francisco. The result was the starting of a world's fair at San Francisco, based on ideas which had prevailed to a greater or less degree at world's fairs of the past.

Expositions Differ

It remained for San Diego to originate something, and, although the two cities are 500 miles apart, it was recognized as certain that two events of identical type could not draw as well as two of different types. Hence, San Diego set about to create something new and something different. The result of that determination is seen and heard and actually felt throughout the grounds at Balboa park. The architecture, of course, is entirely different. The gardening treatment is quite as different from fairs of the past. In all likelihood there never will be again any finer, handsomer architecture than is visible in San Diego.

The scope of the Exposition is different. The form of its exhibits and concessions are different; even the series of special events are different from special events at previous fairs. The effort has been to show the Eastern tourist that the American West has such an infinite variety that two great expositions can be held at the same time without clashing with each other, and without duplicating each other's efforts.

At the outset, of course, it was expected that there would be extensive foreign participation. Col. D. C. Collier, the first president of the Exposition, and perhaps the one man in San Diego without whom the Exposition could never have been held, devoted his entire time to the cause of getting state participation, and, later, foreign participation. His travels through Central and South America are recalled, as well as those to Europe. For a time his labors seemed to be attended by considerable success, but eventually it became obvious that the foreign participation of San Diego would be the participation of foreign industrial leaders, rather than of governments. The largest of these exhibits was the Japanese, which, in fact, is looked upon today as the most important industrial exhibit Japan has ever made.

Placing of Buildings

In the latter half of 1914 people began to see that the lack of extensive governmental participation was not an unmixed evil, for San Diego had learned not to expect it. If there had been any such expectation there would have been disappointment, for the war has changed everything. The foreign industrial exhibits persist without any disturbance.

With the decision to build the Exposition in the 1400-acre Balboa park came on the discussion as to exactly where the buildings would stand and what should be the treatment of the grounds. The landscape architectural firm of Olmstead Bros. made a considerable start. Bertram Goodhue, the architect of the west group of buildings, comprising the California and Fine Arts buildings, made his plans for the entire colony. And then came Frank P. Allen, Jr., director of works, and changed the Exposition in many important details.

Probably there is none of the many unique features of the Exposition more unique than the success in opening it not only on time, as announced five years ago, but also opening it free from debt—a feat which is almost without parallel in exposition history, and in itself is a rare tribute to the financing and managing ability of the people of San Diego and those whom they selected to build and operate the Exposition.

Representative Exhibits

In the same way, under great discouragement due in great part to the war, and the fears the war inspired in the minds of industrial leaders, the Exposition went ahead and secured probably as fine an array of American exhibits as have been gathered together—not the largest array, to be sure, but quite as representative as could be found. The competitive ideas in the exhibits were abandoned years ago in San Diego, and, instead of competition, the exhibitors were furnished with real service. The entire field of indus-

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