

HAROLD A. TAYLOR  
CORONADO

*The Beautiful California State Building at San Diego's Panama-California Exposition.*

INDUSTRY

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# THE ROTARIAN

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SERVICE

ISSUED MONTHLY

# Panama - California Exposition at San Diego Opens on Time

By  
Guy T. Keene



*The Prado: Looking back toward the west entrance beyond which may be seen the long, beautiful concrete bridge leading to the entrance.*

AT EXACTLY midnight, between the years of 1914 and 1915, President Woodrow Wilson touched a button in Washington which officially opened the Panama-California Exposition, in San Diego, California, and which is to remain open for 365 days.

It would not be possible to adequately describe this exposition in the small space which I might reasonably expect in the February ROTARIAN, but I do want to paint a picture in words, hoping to give some conception of that which San Diego and Southern California offer to the world.

It is mid-winter, and yet, the city has on its gala attire and the streets are thronged with a jolly crowd without overcoats, without overshoes, without mittens and mufflers, without umbrellas.

The crowd is moving toward a common center, crossing a mammoth concrete bridge, magnificent in its simplicity, and leading into a veritable Garden of Eden, with foliage wonderfully green and abundant, and blossoms of every hue of the rainbow blending into an harmonious whole. The full moon looking down through fleecy clouds sees not grim winter, but smiling summer, with the air as balmy as a night in June.

The tree-lined avenues lead between buildings of an architecture so old that the romantic legends of the Old Mission days seem to linger in every nook and corner, and yet so new that the eye is rested and refreshed at the pleasing lines so different from the generally accepted forms of this great commercial age.

At the end of an avenue leading away from the central plaza is an open-air Greek Theatre, and in the center is a very large pipe-organ, the whole being the gift of two public-spirited Californians to the people of California.

For two hours a mass of music-loving humanity stands and listens to the presentation and acceptance of the organ and theatre; to soul-lifting strains from the wonderful instrument; and then to a chorus of 200 voices with organ and orchestral accompaniment, giving that majestic composition "The Heavens Are Telling," its theme and its harmony carried by the evening breezes even to the watching thousands on the hills surrounding.

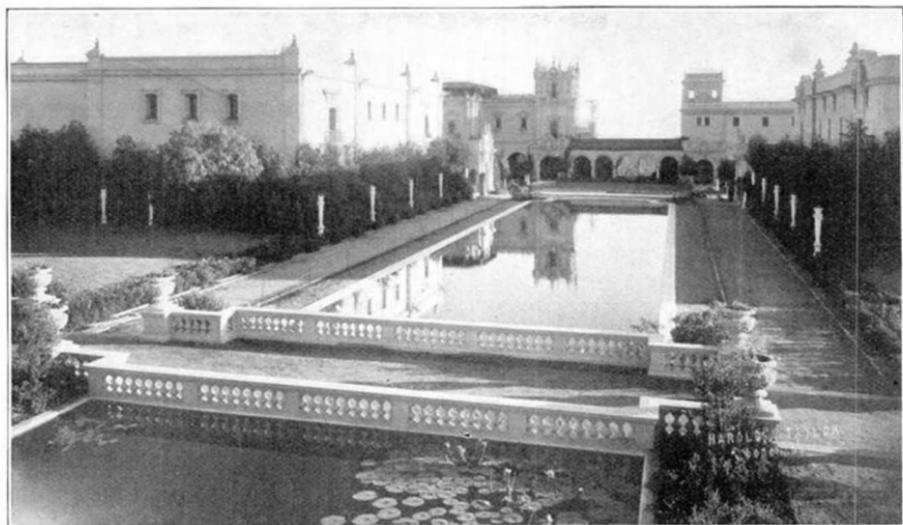
And then to wander along winding flower-scented paths, with vistas of beauty to right and left, each one different and each one so luxuriant and so natural, that one can hardly



*Rear of Horticultural Building—the City Pond.*



*The Arts and Crafts Court—All space utilized or beautified.*



*One of the many delightful Spanish-Moorish retreats at this exposition.*

believe that four years ago this beauty spot was a barren hillside, wholly unimproved.

Formal and informal gardens, natural and sub-tropical canyons, dozens of glorious red poinsettias taller than one could reach; bougainvilleas climbing everywhere; a symphony in shades of green foliage; a demonstration of citrus fruit trees, actually growing, and laden with oranges and lemons; all these and more claim the attention of the visitor on the way to "The Isthmus," the Midway of this Exposition.

The attractions of The Isthmus are not the cheap carnival freak exhibits, but carefully prepared, elaborately constructed, entertaining and instructive creations, such as "Hawaii," "The Painted Desert," "The Gem Mine," "The War of the Worlds," "Panama Canal Extravaganza," etc.

As the midnight hour approaches many thousands gather around the California building to see the result of the touch of the Presidential hand in Washington. A series of explosions and flashes of light announce the opening, the spark from Washington ignites a design which spells out in letters of fire, "The Land Divided, the World United," "San Diego, the First Port of Call"; the gates of the canal stand out against the sky, they swing open and a mighty ship comes in. Then the sky-piercing rockets bursting in showers of stars; the illuminated battleships

in the harbor; the din of whistles and ringing of bells.

Perhaps some go home between two o'clock and morn, but other thousands wait to greet the dawn of a perfect day, on this first of January, 1915, in San Diego, California. A day of sunshine, of June warmth; of flowers and birds; a day for being out of doors.

This is the first day of the 365 opportunities to visit the Exposition Beautiful, and nothing has been said about the interior of the buildings, but they contain processes, rather than products. They aim to demonstrate the results of irrigation and intensive farming; the reclamation of arid lands; and to exploit the great possibilities of the countries of the Pan-American Union.

Rotary holds its next International Convention in San Francisco in July. San Francisco's big Exposition will then be open also. That convention should be a gathering of memberships rather than delegates, and those who attend can visit both cities at one cost of transportation. In San Diego, the weather will be no warmer, on the average, than it was on this first day of January.

San Diego, San Francisco, and the Pacific Coast have their hands stretched out toward the Rockies, the Mississippi, the Great Lakes, the Atlantic and across the great waters to our brothers of Old England, Scotland and Ireland, extending to each of you a personal invitation—"Come!"