



# THE COMMITTEE OF ONE HUNDRED

Working to preserve Balboa Park's historic architecture, gardens and public spaces since 1967.

Winter 2012 Newsletter

PRESIDENT'S MESSAGE



## Share Your Exposition Stories, Photos, and More

Aubrey Davidson proposed to the Chamber of Commerce in 1909 that San Diego host an exposition to celebrate the opening of the Panama Canal and to boost San Diego as the first U.S. port of call on the Pacific Coast. This city of just

40,000 people quickly got behind the plan. The 1400 acres of scrub that had been called "City Park" since 1868 became Balboa Park. Nearly \$4 million in funds were raised to create the 1915 Panama-California Exposition.

The Balboa Park Alliance, comprising The Committee of One Hundred, the Friends of Balboa Park and the Balboa Park Trust at the San Diego Foundation, are creating the Panama-California Exposition Digital Archive as a public gallery for displaying the elements of the Exposition.

### We've already begun collecting images for the Digital Archive

Photos of individuals, postcards, and family stories will help make the Exposition come alive. Fascinating artifacts and century-old souvenirs will be preserved for future generations. The Digital Archive will include sections on the Painted Desert Indian Village and the Japanese Tea House. The highly popular "Isthmus" was named after the Isthmus of Panama. It was the midway, a "fun zone" with a roller coaster, Ferris wheel, a working model of the Panama Canal locks, "War of the Worlds," California Missions exhibit, Pala Gem Mine, Cawston Ostrich Farm, and an exhibit where the Panama Film Company showed "How Movies are Made." Educational highlights, many provided by the Smithsonian, included archaeological and

anthropological exhibits, which became the nucleus of today's Museum of Man.

### The Digital Archive will provide an important research tool for scholars

Documents from the San Diego Public Library, Museum of Man, San Diego History Center, and several university special collections libraries will be included. Primary sources for researchers will include material such as architectural drawings, maps, artifacts, photographs, contracts, correspondence, telegrams, diaries, reports, minutes, business and financial records, creative works of art, and audio and video recordings. Secondary sources will include articles from newspapers, periodicals, and scholarly journals.

### A major legacy of the 2015 Centennial

The Committee of One Hundred plans to maintain and grow the Digital Archive long after the 2015 centennial and to "aggregate" it with established Archives, such as the Online Archive of California.

### You can improve the Digital Archive

Your family photos, stories, souvenirs, tickets, programs and scrapbooks from the 1915-1916 Panama-California Exposition can become part of the Digital Archive. You will keep these treasures to pass down in your family while we make the stories and images available to the public.

Turn the page to see examples of items already in the Digital Archive collection.

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The Panama-California International Exposition officially closed on December 31, 1916, but took a few months to wind down. Congress declared war on Germany in April 1917 and the military soon saw the advantages of Balboa Park. The Army's Twenty-first Infantry had had an encampment in Balboa Park during the Exposition and they were first to request use of the park in 1917. The Infantry used the International Harvester Building for recreational quarters, the Painted Desert for their encampment, and later several buildings on the Isthmus. The Marines used the southern end of the park, where they were encamped during the Exposition. In May of 1917 the Navy's request for occupancy of the premises was signed and within a month there were 1,000 apprentice seamen and officers living in Balboa Park. The Southern California Counties Building became the Navy's Administration Building; the Home Economy Building (1916 Pan-Pacific Building) was used as a YMCA for recruits; the Government Fisheries Building became a bathhouse, police headquarters a hospital; Foreign Arts, Varied Industries, and Commerce and Industries (1916 Canadian) buildings and the upper floor of the Sacramento Valley (1916 U.S. Government) Building were used for barracks; a branch of the San Diego Public Library was installed in the Indian Arts (1916 Russia and Brazil) Building for the use of sailors and soldiers. Recitals and military mass were held at the Spreckels Organ Pavilion. The Exposition's Cristobal Café became the mess hall for the Naval Training Camp. The ground school of the naval air service was located in the San Joaquin Valley Building.



To see more items to be included in the Digital Archive, visit our temporary web page: <http://www.balboapark.org/2015/historicphotos>

▲ Panorama of Panama-California Exposition grounds as Naval Training Camp, 1917. Courtesy of Joy Ledford.



◀ The Painted Desert Indian Village was built by the Santa Fe Railway, which brought Native Americans to live and work at the Exposition. Potters Julian Martinez and his 28-year-old wife Maria Martinez came from the San Ildefonso Pueblo to demonstrate the making of their pottery. The techniques she developed resulted in her style of black-on-black pottery, for which she later became internationally renowned.



◀ Coin with left-facing swastika and Home Economy Building. The swastika symbol can be found in Neolithic stone carvings, the Bronze Age, Roman, Indian, and Chinese civilizations, and religions including Hinduism and Buddhism. Courtesy of Dr. Richard O'Connor.



Mural of the Maya city of Chichén Itzá by Carlos Vierra was on display at the Panama-California Exposition. Photo Courtesy of the Museum of Man.



Souvenir pillow from 1915 Panama-California Exposition. Courtesy of the David Marshall Collection.



# THE COMMITTEE OF ONE HUNDRED

## *Help Bring the Exposition to Life!* Contribute to the Panama-California Exposition Digital Archive

Do you or does someone you know have an item from the 1915-1916 Exposition? We'll photograph it and return it to you while you wait. Or do you have a story you'd like to tell us about someone you know who attended the Panama-California Exposition? Contact: [mkelly@C100.org](mailto:mkelly@C100.org)

Whether or not you have an item from the Exposition or a story to contribute, please consider a donation of financial support for development of the website, database, and storage for these images.

The Committee of One Hundred is a 501(c)3 non-profit, all-volunteer organization.

*Make out your check to:*

**The Committee of One Hundred**  
*and send it to us at:*

THE COMMITTEE OF ONE HUNDRED  
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San Diego, CA 92101

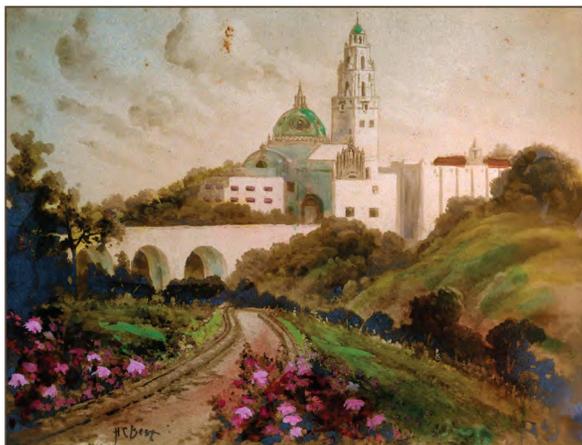
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Watercolor by artist Harry Cassie Best, 1915.  
*Courtesy of Charles Best.*