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OF THE

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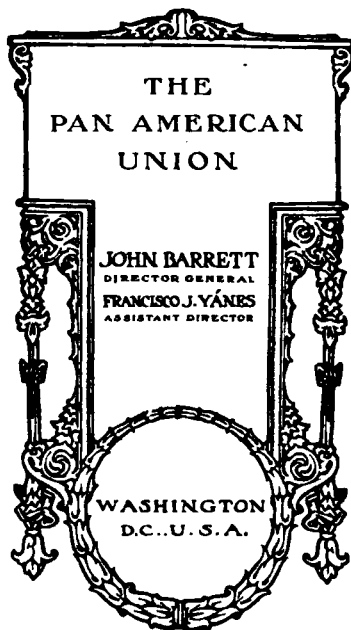
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# GROUND-BREAKING CEREMONIES OF THE PANAMA-CALIFORNIA EXPOSITION AT SAN DIEGO, CALIFORNIA

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**O**N Wednesday afternoon, July 19, 1911, President William H. Taft pressed a key in the East Room of the White House which turned on the electric current and unfurled to the breezes of fair San Diego the flag of the President of the United States, and by this act signalized his official participation in the formal opening and ground-breaking ceremonies of the Panama-California Exposition which is to be held at San Diego during the entire year of 1915. Nor did the President's interest in the exercises stop at this point, for at Balboa Park, the 1,400-acre site which has been selected upon which to build this wonderful exposition, the scene of the afternoon's ceremonies, there was present the Director General of the Pan American Union, John Barrett, as the personal representative of the Nation's Chief Executive. To the audience, numbering over 20,000, who had come to witness the officers of the exposition, their staff, and invited guests, lay the corner stone of the first building, Mr. Barrett conveyed the real and sincere felicitations of the President by reading the following communication from him:

THE WHITE HOUSE,  
*Washington, July 11, 1911.*

MY DEAR MR. BARRETT: I have yours of July 11, in which you advise me that in response to an invitation to you as Director General of the Pan American Union you are going to the ground-breaking ceremony of the Panama-California Exposition, to be held at San Diego from January 1 to December 31, 1915. This ceremony, I believe, is to take place from the 19th to the 22d of the present month.

I beg that you will acknowledge for me the courtesy of the management in having extended an invitation to me to attend this ceremony. I can not myself be present, but I should be very glad to have you represent me there and make appropriate remarks on the occasion.

San Diego is so situated that she is necessarily very much interested in the opening of the Panama Canal, and the fact that this exposition is to give particular attention to the relations between this country and the Central and South American countries is sufficient reason why the American public should be especially interested in its success.



**PRESIDENT TAFT'S SPECIAL REPRESENTATIVE TO THE GROUND-BREAKING EXERCISES OF THE PANAMA-CALIFORNIA EXPOSITION, JOHN BARRETT, DIRECTOR GENERAL OF THE PAN AMERICAN UNION.**

Mr. Barrett reading letter in which President Taft refers to his interest and love for the people of San Diego and their city, and delegating Mr. Barrett as his special representative to the ground-breaking ceremonies, July 19-22, 1911.

You will convey my compliments to the managers and to the people of San Diego and say to them what you know of my interest in our Central and South American relations and in the usefulness and successful issue of the exposition.

Sincerely yours,

WILLIAM H. TAFT.

HON. JOHN BARRETT,

*Director General, Pan-American Union.*

P. S.—I know San Diego because I have been there twice, my father and mother and sister lived there for years, and my father died there. I appreciate the singular beauty of its situation and the wonderful character of its climate. And all these circumstances give me a personal interest in promoting its welfare and in helping to assure the success of an enterprise like this.

W. H. T.

Both the reading of the President's letter and the unfurling of his flag were characterized by a general impressive silence only to be followed by a tremendous outburst of cheers and applause which were as gratifying as they were complimentary.

The exposition itself promises to be one of the most spectacular and artistic celebrated in this country. The city of San Diego, 500 miles south of San Francisco, has raised two and a half millions of dollars for the purpose of promoting this ambitious project, and if the celebration of the ground-breaking ceremonies may be regarded as a criterion of San Diego's ability to carry out its plans, then indeed will there be opened to the world an exposition which will be picturesque, interesting, and educational.

Behind this movement are men of ability and energy, and to their untiring activities and painstaking efforts is attributable the successful accomplishment of the program of the four-day carnival. The unique idea of holding an exposition for one whole year originated with Col. D. C. Collier, the man who has been selected as director general of the exposition. The President is U. S. Grant, jr., oldest son of the great soldier and former President of the United States. The first vice president is John D. Spreckels, one of California's most prominent citizens. The exploitation and publicity department is under the management of Joseph W. Sefton, jr., who was also acting director general during the carnival. Levi G. Monroe, the secretary, has had considerable experience in exposition work and is possessed of a genius for organization. Cooperating with this energetic executive staff are allied the country's foremost landscape artist, a leading authority on Spanish-colonial architecture, and an experienced director of works. These men will superintend the actual designing and building of the exposition and its displays.

The city of San Diego is appropriately adapted for such an exposition by reason of its location, it being the first port of call on the Pacific coast of the United States north of the Panama Canal, and possessing romantic and historical setting. It was at San Diego that all history of California began. Here landed the first of the Spanish



JOHN BARRETT TURNING THE FIRST SOD OF EARTH AT THE GROUND-BREAKING CEREMONIES OF THE PANAMA-CALIFORNIA EXPOSITION, BALBOA PARK, JULY 19, 1911.

Laying the corner stone to the first exposition building marked the opening exercises of the San Diego carnival. Addresses were delivered by President Taft's representative, John Barrett, Director General of the Pan American Union; J. W. Sefton, Jr., acting director general of the exposition, and representatives of the mayor of San Diego and the governor of California. The unfurling of the flag of the President of the United States, together with the national emblems of the American Republics, was one of the most inspiring incidents of the program.

navigators in the sixteenth century, Cabrillo, in 1542. Sixty years later came Viscaino. In the eighteenth century came the spiritual conquests of Junipero Serra and the Franciscan fathers associated with him. The history of this place is crowded with fascination, picturesque romance, and tradition. To perpetuate these traditions and the flavor of the older days of the State, the permanent buildings that will be erected to house the exposition will form the Mission City. All of the edifices will be of the Spanish-colonial type of architecture—the type which the Mission fathers aimed at in the buildings of the 21 missions of California.

As the ground breaking and laying of the corner stone for the first building marked the primal official acts directly bearing upon the exposition, they took place on the first day of the four (July 19–22) which had been set aside for the celebration of the San Diego carnival. The crowds which turned out to witness the exercises were enormous, numbering in their midst many distinguished out-of-town officials and guests. All thoroughly enjoyed the arrangements of the day, which were carried off with admirable precision. Promptly at 2 on the afternoon of July 19 a brilliant military and naval parade escorted the speakers of the day, the officials of the exposition, special delegates, and guests to Balboa Park. Here U. S. Grant, jr., president of the Panama-California Exposition, called the assemblage to order.

The afternoon's program was now in order. An invocation was delivered by the Rev. Edwin F. Hallenbeck, of the First Presbyterian Church, followed by a song especially written for the occasion and delightfully rendered by the Harmony Club of San Diego. The address of welcome on behalf of the management was next delivered by J. W. Sefton, jr., the acting director general. Speeches were then made in behalf of the city and State by representatives of the mayor and governor. The Director General of the Pan American Union, John Barrett, was next presented as the personal representative of President Taft, and he read the sincerely affectionate letter touching on his regard for the people of San Diego. For a moment the multitude seemed moved at the President's reference to his interest in the city of San Diego, and then arose a mighty ovation, evidencing clearly the respect and admiration which was felt for the Nation's head.

The actual breaking of ground next occurred. Mr. Sefton first loosened the earth with a silver pick. He then handed a silver spade to Mr. Barrett, who turned the first sod. The spade was then passed to Mr. Grant, Acting Mayor Woods, Mr. Gates, representing Governor Johnson, Mr. Spreckels, and others. Each turned a spadeful of earth, and the spade was finally passed back to Mr. Sefton, who turned the last sod.

Mr. Barrett then again addressed the gathering, this time in behalf of the Latin-American Republics and in his official capacity as Director General of the Pan-American Union.

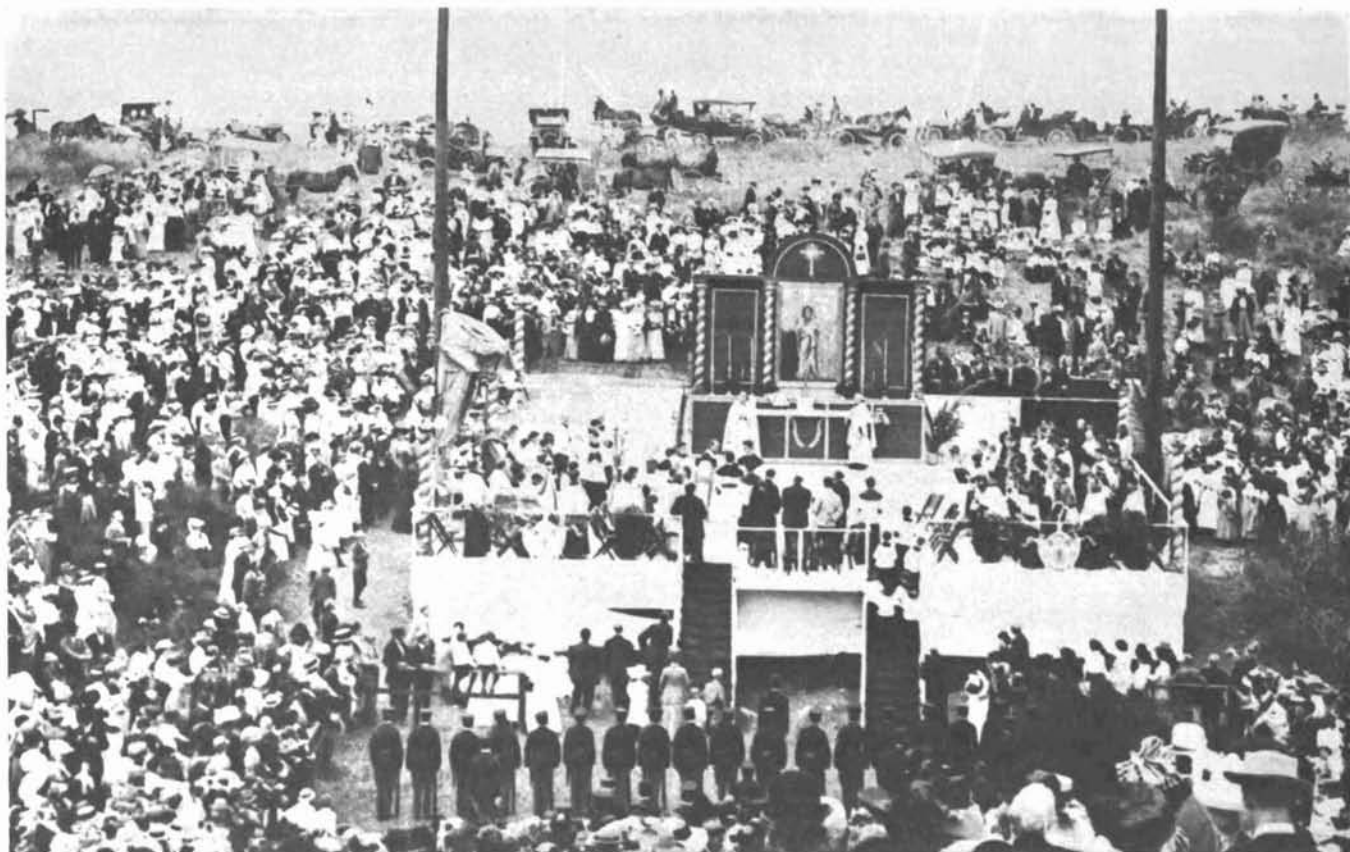
At the conclusion of his address there was introduced an inspiring and stirring feature, a remarkable tribute to the Pan American countries, and a notable expression of the mutual friendship and sympathy existing between the Americas. It was the unfurling of the flags of the nations. Slowly, one after another, the national emblems of each of the Central and South American countries, the 20 sister Republics to the south, were thrown to the breezes. Cheer upon cheer greeted each flag as it proudly waved in the air, and the climax was reached when, to the strains of the Star-Spangled Banner, the Stars and Stripes dropped from the wire and took her place alongside the others.

Other addresses were made by Hon. P. E. Woods, Acting Mayor; Hon. Lee C. Gates, representing Governor Johnson, of California; Governor R. E. Sloan, of Arizona; Hon. C. C. Moore, president of the Panama-Pacific International Exposition, of San Francisco; Hon. Will H. Parry, representative of the Governor of Washington.

The morning of Wednesday was given over to a notable military mass, celebrated in the same spirit and with the same ceremonies that marked the founding of San Diego 142 years ago. On the altar the very same ornaments were used that Junipero Serra used—the same great brass crucifix, the same chalice elevated to the same blue sky, and with the same words of the same prayer. The only difference was that which time and the mighty march of progress had made. On the hillsides, where had gathered only a handful of naked savages in 1769, there was gathered a vast multitude of people of every denomination.

This solemn pontifical military field mass was a most colorful, striking, and spectacular event. The magnificent altar, a replica of an ancient structure in Loreto, Mexico, was set in an amphitheater with the blue sky for its dome. Leading the procession to the altar were the acolytes, in purple and white satin, bearing golden crosses; two companies of Coast Artillery with drawn swords followed; then a squadron of outriders clad in boleros and sombreros. Directly behind were John Barrett and Joseph W. Sefton, representing, respectively, the President of the United States and the director general of the exposition. Following came the brown-robed, sandaled Franciscans from Santa Barbara mission, the one gray fortress that, through wreck and ruin and spoliation, never surrendered; the friars from ancient San Luis Rey, others from Los Angeles, San Gabriel, and far-flung outposts of the Sierra. In sharp contrast to the monks appeared Bishop Conaty in his gorgeous robes of purple and gold, followed by the monsignori in scarlet, and the secular priests, to the number of 100, in white surplices.





**SPECTACULAR MILITARY MASS, CELEBRATED ON THE MORNING OF THE GROUND-BREAKING EXERCISES, JULY 19, 1911.**

A replica of the altar of the Franciscan Church in the City of Mexico, erected in Balboa Park on almost the identical spot where Junipero Serra performed a like ceremony in 1769. The Right Rev. Bishop Conaty performed the same military mass Wednesday morning, consecrating the ground to the uses and purposes of the Panama-California Exposition. It was the first performance of this mass in the United States since 1769, and was attended by high dignitaries of the church. John Barrett, special representative of President Taft and Director General of the Pan American Union, and J. W. Sefton, Jr., acting director general of the exposition, were accorded the unusual honor of seats within the sanctuary.

Franciscan priests were in full charge, the celebrant being Father Benedict, of St. Louis. Bishop Conaty occupied a purple throne, and was assisted by several clergymen. Within the sanctuary, a most unusual honor, sat Director General Barrett, Joseph W. Sefton, and Acting Mayor Woods. An eloquent address was delivered by the Bishop of Monterey and Los Angeles, Bishop Conaty, who paid a glowing tribute to President Taft, referring to him as "Our noble-hearted and well-beloved President," a remark which evoked much applause.

The second day of the carnival, Thursday, July 20, witnessed a



COL. D. C. COLLIER, DIRECTOR GENERAL OF THE PANAMA-CALIFORNIA EXPOSITION, TO BE HELD AT SAN DIEGO, CALIFORNIA, DURING THE ENTIRE YEAR OF 1915.

historical pageant of remarkable splendor and brilliancy. Conceived in the soul of a poet and wrought to completion by a master artist, the scene which was viewed by nearly 50,000 people will not soon be forgotten. With 10 square miles of open territory, the 10 floats with their 800 outriders, torchbearers, and actors, had ample space to do justice to their rôles. The pageant depicted the march of time; it carried the spectator from the mists of forgotten ages along the fateful pathway of the centuries down to the present day with a glimpse of the vistas of to-morrow. To Edwin H. Clough, the poet, and to Henry C. Kabierske, the artist, let the praise be given. Mr. Kabierske personally

superintended the details of the wonderful floats displayed during the festivities.

As the history of San Diego is closely entwined with that of early Mexico, the events depicted were naturally of particular interest to all familiar with the romantic and picturesque history of Latin America. The old Aztec priests sacrificing to the god of war, the taking possession of the Pacific Ocean by Balboa, the fall of the ancient Aztec dynasties and the rise of Christian rule, with Montezuma and Cortez as central figures, were pictured on the first three

floats, and served to create a historical background and setting for the imagination to draw upon in viewing the succeeding tableaux. Then came the portrayal of Cortez directing Juan Rodriguez Cabrillo to sail northward in search of Cibola, immediately followed by the caravel of Cabrillo, the little ship with its joyous sails fluttering, passing into San Diego's harbor. The era of the Brown Padres next appeared, when the old California missions along the sunny stretches from San Diego to Sonoma were built. But the spectacle which inspired enthusiasm through the miles of spectators who lined the streets of the city was the tableau of the raising of the first American flag in San Diego, which was, as some authorities contend, the first American flag to be raised on the Pacific coast. A fantastic float was the representation of Neptune presiding at the wedding of the Atlantic and Pacific Oceans, thus signifying the completion of the Panama Canal.

The last and most elaborate float in the pageant told the story of San Diego from its first discovery by Cabrillo down to the present day, including the intermediate epoch of the founding of the first mission by the Franciscans. In its fascinating beauty of light and color the craft was nothing less than a masterpiece of stage ingenuity.

On Thursday evening the citizens of San Diego tendered a sumptuous banquet in honor of Mr. Barrett at the Grant Hotel, which was attended by a representative gathering of distinguished guests and visitors to the celebration. It is especially gratifying to note the intense interest displayed in the remarks of Mr. Barrett, on that occasion, as evidenced by the following quotation from the Los Angeles Daily Times of Saturday morning, July 22:

The business men here are still discussing the banquet of last night. John Barrett's speech on that occasion is now taken to have given a deeper and more special message to San Diego than was understood at the moment. The President's representative laid deep emphasis in his remarks on the special opportunity which this city can make use of to capture an enormous trade from the Central and South American Republics lying along the west coast from Mexico to the Straits of Magellan. These are the particular words spoken by Mr. Barrett that San Diego is carefully turning over to-day:

"I want to see San Diego known and loved and visited by the people of every port from here south to Valparaiso. It is no use for you to try to compete with Portland or Seattle or San Francisco in their own particular fields. Those fields belong to them, and you can not take them away. But God Himself ordained that you should open the pathway to Latin America.

"Let San Diego, through her chamber of commerce, communicate with all the chambers of commerce of all the ports along the west coast of Latin America. Get to work on these lines. Let them feel that you welcome them to San Diego and in the development of your commerce with them let them know that you do not want them merely to buy from you, but that you want them also to sell to you and to get advantages from you as well. You will be surprised at the spirit of reciprocity that will be shown."

Friday, the third day of the celebration, was dedicated to the commerce and present-hour progress in the industries. Some 50 floats, representing the various manufacturing and mercantile institutions, surprised the stranger with the extent to which the city had advanced along these lines within the past few years. In the afternoon the Queen of the Carnival, whose coronation occurred in great state and splendor on Wednesday evening, tendered a public reception in the luxuriant palm garden of the U. S. Grant Hotel, and for three hours there was a steady throng of visitors around the throne.



QUEEN OF THE CARNIVAL ON HER FLORAL THRONE.

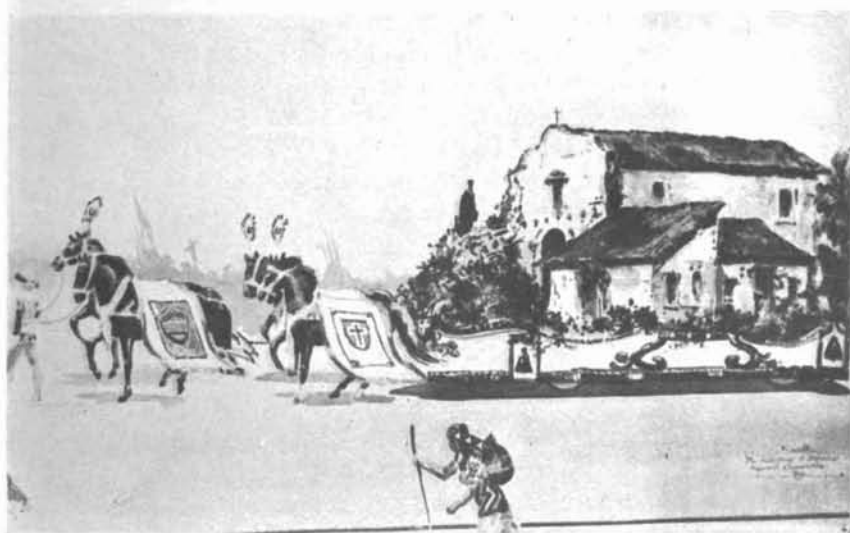
An enjoyable feature of the celebration was the crowning of Miss Helene Richards as Queen Ramona and the public reception to her "loyal subjects" in the spacious palm gardens of the U. S. Grant Hotel. On the left are the Matrons of Honor, Mrs. Lyman J. Gage, wife of former Secretary of the Treasury and Mrs. J. E. Wadham, wife of the mayor of San Diego.

In private life, Queen Ramona is Miss Helene Richards, one of San Diego's charming young women. Society night was also scheduled for this day, and the ball which was held in the Grant Hotel is considered by many the most brilliant social event the city has ever witnessed.

However, it was on Saturday, July 22, the last day of the festivities, that the climax of the celebration occurred in the form of a mission parade, a feature of the celebration which alone cost nearly \$10,000. An idea of the magnitude of this undertaking may be

gleaned from the statement that this was the first time in the history of the United States that a church pageant had been shown, and the first time in 200 years that the world had seen anything of this kind. Replicas of the 21 missions of the State were exhibited, and accompanying each float was a tableau showing the principal event in the history of that particular mission. More than 1,000 characters participated in this event.

During all the days of the carnival there were many special features in the way of sports both on land and water, automobile races, motor-cycle races, ocean race for the exposition gold cup, and spectacular and thrilling aviation exhibitions. Nor would a descrip-



THE SAN DIEGO MISSION, FOUNDED JULY 16, 1769.

One of the floats in the Mission Parade held on the final day of the ground-breaking exercises, July 22, 1911. This church pageant was the first of such magnitude and brilliancy that the world has seen in 200 years.

tion of the celebration be complete without a passing note on the dozens of brass bands that furnished music during the entire period of the festivities. And chief among these was the band from Ensenada, Mexico, attached to the eighth battalion of the Mexican army. They were the delight of San Diego, with their delightfully rendered selections from the grand operas, and their masterful interpretations of native ballads and melodies.

Unique among the novel plans of this exposition is the arrangement of the management to hold a celebration each year until 1915. The first epoch which was the basis of the festivities this year, covered the period from the discovery of the Pacific Ocean by Balboa, with



the principal events which transpired until the coming of the Gringo and the raising of the American flag. For 1912 it is planned to depict the story from the occupation of the land by the Gringos to the coming of the Argonauts. The following year will be shown the growth of the State in the Union and its civic progress to the time of the celebration, and the year 1914 will witness the events that led California into its onward march to the ranks of the great States of the Union and of the possibilities in irrigation, commerce, and trade.

As the main portion of this article was prepared for the press before the director general returned to Washington, it was possible not to include in the preceding text an expression by him of the deep appreciation of the courtesies which were shown him by everybody in San Diego during his stay in that city as the representative of President Taft and in his capacity as director general of the Pan American Union. He therefore wishes to take advantage of this supplementary paragraph to specifically thank the following persons for their kindnesses: U. S. Grant, jr., president of the Panama-California Exposition; Joseph W. Sefton, jr., acting director general in the absence of Director General D. C. Collier; Rufus Choate, secretary of the Chamber of Commerce; John D. Spreckles, vice president of the exposition; William Clayton, manager of the Spreckles interests; Levi G. Monroe, secretary of the exposition; Bishop Conaty; Hon. Lee C. Gates, representing Gov. Johnson, of California; Acting Mayor P. E. Woods; G. A. Davidson, vice president of the exposition; S. I. Fox, president of the Merchants' Association; Lyman T. Gage, ex-Secretary of the Treasury; Geo. H. Ballou; John F. Forward, jr., president of the Chamber of Commerce; J. H. Holmes, manager U. S. Grant Hotel; I. G. Lewis, of the publicity department of the exposition; Capt. Reed, U. S. S. *McCullough*; Louis S. Aubrey, State mineralogist; George Burnham; Commander Ellis of the torpedo fleet; John S. McGroarty, newspaper correspondent; James MacMullen, of the San Diego Union; W. W. Whitney; Col. Fred Jewell; L. Blochman; and Henry Kabierske.

