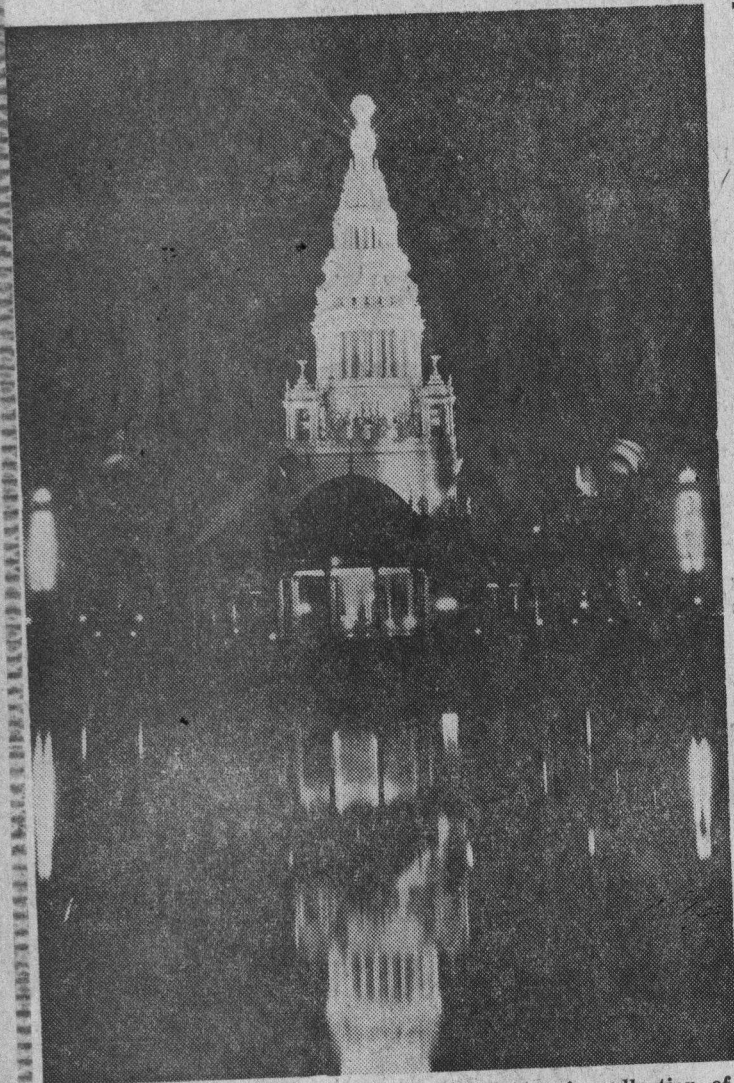


Events

California Showed Them How At Exposition



The famed Tower of Jewels at San Francisco's 1915 Panama-Pacific Exposition. Photo from negative in collection of A. J. Schumacher. ♦ ♦ ♦

1915 Fair Put State 'On The Map'

By Margaret Koch
Sentinel Staff Writer
There's a lot being said and written these days about the New York World's Fair.

But mention it to a senior native of the Golden State and he's likely to floor you with: "Yes, I guess it's a nice fair, but you know, nothing can ever compare with San Francisco's Panama-Pacific Exposition of 1915."

Panama-Pacific Exposition? Most people living in California today have never even heard of it. And if they did, would probably dismiss it as another government aid program or something.

But when the older Californians speak in glowing tones of the Tower of Jewels and the Palace of Fine Arts, they wax emotional. They wave their arms around.

There's been a lot of that emotional arm-waving going on right in San Francisco over the Palace of Fine Arts. The only Exposition building still in existence, there are opposing opinions as to whether to demolish it or restore it. And that's a two-edged blade, because in order to be "restored," the 49-year-old building would first have to be torn down, then rebuilt, according to experts. It was built originally as a temporary structure.

But maybe the older Californians are right. California—considered a callow, upstart of a state in 1915, with no culture to speak of—put on the Exposition to show the rest of the United States a thing or two, artistically speaking.

Top painters, sculptors, architects, landscape designers and artists representing all fields, cooperated on the big project. Even special lighting was designed for it.

The Exposition cost \$50 million and was attended by 19 million people. Its Tower of Jewels was compared favorably to London's famed Crystal Palace of 1851.

And Californians were so pleased with their Exposition that they wrote and published several books about it. One of the more complete ones is by Eugen Neuhaus and represented a series of his lectures to his class at University of California at Berkeley.

So it was a sort-of historic surprise when a man showed up the other day with a fabulous collection of nearly 200 negatives of scenes from the 1915 Exposition.

A. J. Schumacher of 13 Vine Hill road, worked at the Panama-Pacific Exposition when it was being constructed. A native San Franciscan, he later worked as a chemist there before "taking a flyer" in the photo business years after the exposition. In acquiring the business he also acquired the collection of negatives, although he has no idea who made them originally.

"I've got films of everything from the Palace of Fine Arts to the Court of the Universe," he said.

The also has pictures of Santa Cruz County's display—yes the county was well-represented with a redwood wishing well among other items.

Also to be seen in the exhibit is a box of Watsonville apples.

But it wasn't the wishing wells and apples from which the Exposition gained its fame. Stories of its great art displays and architectural feats went all over the world. Hundreds of pieces of sculpture were arranged along landscaped walks; at night they were shown with special lighting effects. Fountains bubbled—buildings were filled with fine paintings and murals.
California really showed 'em.



Even Santa Cruz county had a display at the Panama-Pacific Exposition . . . apples and red wood trees were featured prominently. ♦ ♦ ♦



Women's dresses swept the sidewalks in those days. This scene shows a promenade around and through the Palace of Fine Arts, a building still in existence in San Francisco and which is to be restored. Photo from the Schumacher collection.

Plea NOT To Use Trash Cans

An appeal was made this week not to use certain trash cans in an area along East Cliff drive. This is a switch.

Tom Kienholz, president of the Pleasure Point Surfers association, said his group have set up

garbage before the weekend surfers arrive. His appeal was: "Please don't."

ASSASSINATION ATTEMPT

While campaigning for a third term, former President Theodore Roosevelt was shot by a would-be