

ARE YOU GOING TO THE EXPOSITION?

Millions Thronging to Most Marvelous of World's Expositions, the Great Panama-Pacific International Exposition at San Francisco

Low Railroad Rates and Privileges of Routing Never Before Possible Are Included In the Many Inducements to Visit America's Great Panama Canal Celebration. \$50,000,000 Invested; 80,000 Exhibitors Represented.

It is estimated by the traffic experts of the great transcontinental railways that the travel movement westward during the present year, with the great world's Exposition at San Francisco as the goal, will be the greatest in all history. There are but few persons anywhere who have not felt the longing to visit California some time, and with the attraction of the world's greatest and possibly its last universal Exposition to draw them westward those who go travelling in 1915 will "see America first," with San Francisco as an objective.

Some indication of the interest taken in the Panama-Pacific International Exposition is found in the pre-Exposition attendance, the greatest in the entire history of expositions, amounting to an average of 10,000 persons a day. These visitors carried away with them to all parts of the country and of the world accounts of the beauties and the marvels they had seen, and as a result the remark has become common throughout the United States and abroad, "It's not a case of 'Can I afford to visit the Exposition?' but 'Can I afford to MISS IT?'"

The Panama-Pacific International Exposition has more foreign national pavilions than any exposition ever held—this in spite of the European war.

No exposition ever was situated as this one is where such a large number of the scenic wonders of the world can be visited at no increase of cost while en route, going and coming, and it is the only great International Exposition to be ready on time! The rates agreed upon by the great transportation companies, of approximately one-half fare for the round trip, with a ninety day limit, have never been equaled.

Certainly not in this generation, and probably not for generations to come, will such an opportunity be offered to combine in one trip visits to the scenic wonder spots of the continent, with the education and entertainment to be had in the dazzling wonderland that has risen on the shore of the Pacific.

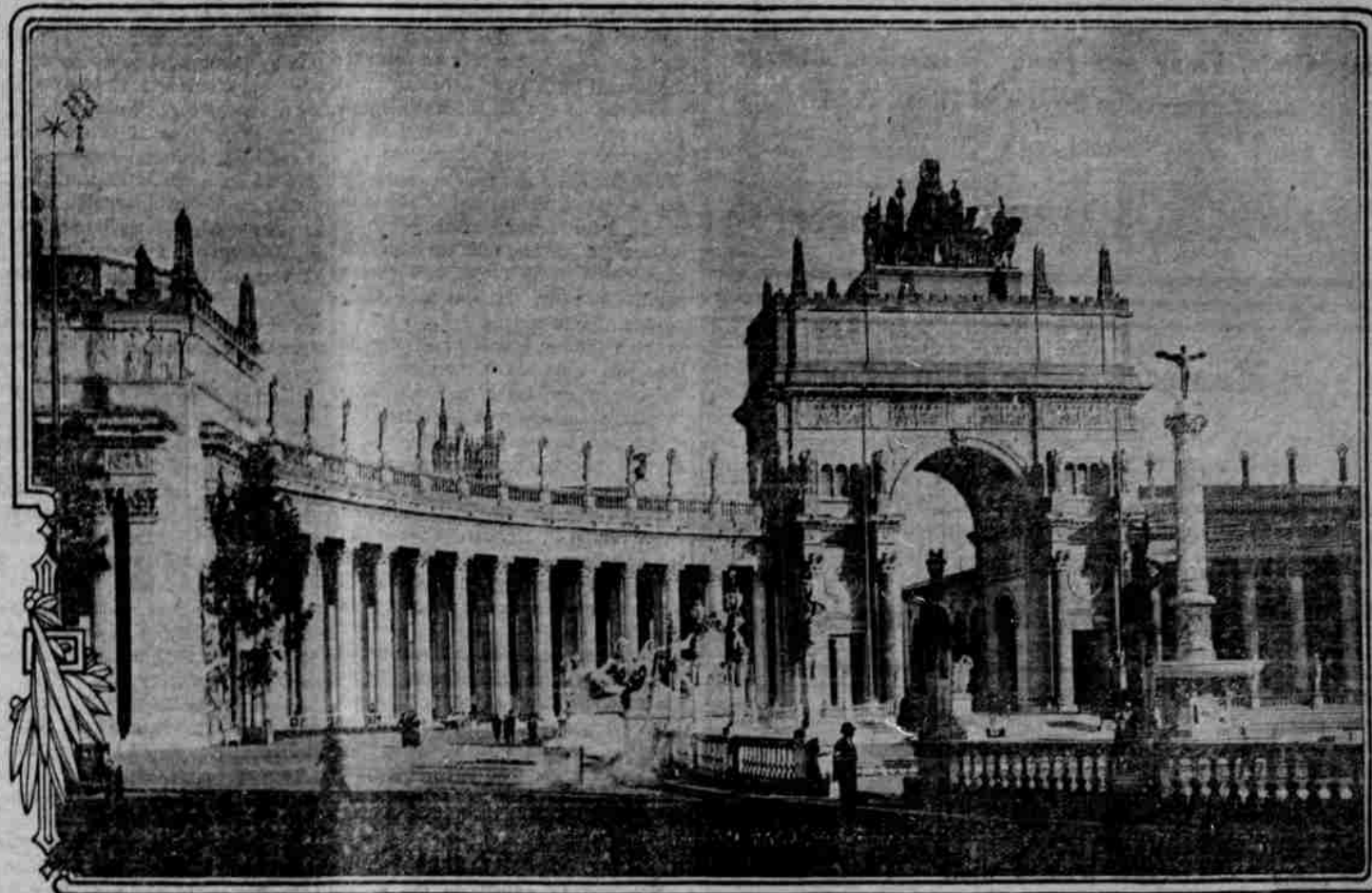
Colossal Colonnades of the Greco-Roman Wings to Palace of Fine Arts.



Curving 1,100 feet around the foliaged shores of the Fine Arts lagoon, Panama-Pacific International Exposition, these mighty pillars are reflected, mirror-like, in the limpid waters of the lagoon, affording one of the prettiest views at San Francisco's great Exposition.

ATTRACTIVE BOOK ON THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION AND PANAMA CANAL MAILED FREE.

A HANDSOME book of sixty pages, profusely illustrated in colors and giving detailed descriptions of the Panama-Pacific International Exposition to be held in San Francisco from Feb. 20 to Dec. 4, 1915, and of the Panama canal and canal region, will be mailed by the Exposition free of charge to all inquirers. The booklet is intended for prospective visitors and will also contain information concerning the great engineering feat which the Exposition is to celebrate. Write to the Manager, Bureau of Publication, Panama-Pacific International Exposition, Exposition Building, San Francisco, for booklet.



Mighty Arches Mark Huge Court of the Universe.

Arch of the Rising Sun, Court of the Universe, Panama-Pacific International Exposition, San Francisco. This is the grand central court of the Exposition, 900 by 500 feet, with a companion arch, the Arch of the Setting Sun, at the west portal. Each arch, with its sculptured groups, symbolical of the nations of the east and west, is 188 feet in height.

ALL UNIVERSAL EXPOSITIONS STAND FOR PEACE.

By R. B. Hale, Vice President of the Panama-Pacific International Exposition, Who First Suggested the Holding of the Great Exposition to Celebrate the Opening of the Panama Canal.

THE following interesting article by R. B. Hale, vice president of the Panama-Pacific International Exposition of San Francisco, expresses the keynote of this greatest and most wonderful celebration of all time. Mr. Hale is one of the foremost public men of America, and his thoughtful article shows a marvelous grasp of the subject and will prove of value and interest to every reader of this paper.

Most Interesting in History.
The Panama-Pacific International Exposition, which is now finished, stands revealed as the most interesting Exposition in history. Those who have not yet visited the Exposition should make early plans to visit San Francisco. The



R. B. HALE.

railroads are granting low round trip rates, and one can see the United States under more favorable conditions than have ever before obtained. Forty-three nations are participating in the Exposition upon a vast scale. Read Mr. Hale's wonderful article and you will gain an idea of the purpose that inspired the builders of the Panama-Pacific International Exposition. He says:

Universal expositions, of which the Panama-Pacific International Exposition is the fourth in the United States, have always stood for peace. In Philadelphia in 1876 the Hon. Joseph R. Hawley, president of the Centennial Exposition. In his opening remarks said: "From the association here of welcome

visitors from all nations there may result not alone great benefits to invention, manufacture, agriculture, trade and commerce, but also stronger international friendship and more lasting peace."

"Acquaintance Softens Prejudice."
"Acquaintance softens prejudice" has been ringing in my ears ever since those three words were uttered by a foreign graduate of one of our American universities in a speech delivered some years ago. The learned statesman, Hon. Elihu Root, voiced the same sentiment when about to leave the high office of secretary of state in substantially these words: "It were impossible for any nation to be at war if the peoples of the conflicting countries understood each other."

Universal expositions soften prejudices, remove commercial antipathies and settle political differences by bringing the people of all nations into friendly intercourse for the discussion of ideas, the exchange of commodities and for the advancement of mankind socially, morally, intellectually and commercially. They reflect the thought and action of peaceful pursuits and reach their greatest successes during or following long periods of national and international peace. Their exhibits are the product of the arts of peace, and their object is the promotion of peaceful activity in thought and word and deed. They are the antithesis of war, the embodiment of peace. Their grounds are set apart as extraterritorial, devoted to the use of all nations and all peoples on a parity and equality. The Panama-Pacific International Exposition grounds today are common to all. No creed or race is barred; all have equal rights and privileges. It is neutral ground for warring or tranquil nations alike. It is one great democracy where all unite in contributing to an expression of gratitude for the present and inspiration for the future, and because the exposition is really the child of peace do we deem it a privilege—aye, even a duty—to enter our protest against the terrible conditions now prevailing in Europe.

"Peace—Peace For Humanity."

It is idle to presume that anything that we can do here today will have any material influence in the immediate settlement of the greatest war in history, involving more than half the people of the civilized world, but we can raise our voices in earnest protest against conditions in Europe too terrible to contemplate in loss of life, in the destruction of property, in the suffering of homeless women and children and in the effect upon the world at large. Commercial activity is checked, industries are paralyzed, civilization is being forced backward, human impulses are being supplanted by the brutal practices of war. The cries of the innocent have sounded a call for relief, and with dynamic force that call is generating a sentiment through the length and breadth of this country for peace. Every one seems sobered and serious and determined. That one word has taken on a new significance, a new meaning—peace—peace for humanity, peace to pursue the upward and onward course of civilization, peace and rest and tranquillity for the millions who suffer, suffering in spirit as

those unfortunate soldiers are suffering in body, royalty and subject together in the present awful European conflict. They desire a cessation forever of the super-cruel methods of warfare as a means of settlement of international contention.

Each closing day hope looks forward to the morning, longing that word shall come that our brothers in Europe shall have laid aside their arms. That glorious day must come, and when it does will it not be possible to respond to the world's will that the sword of anger and of hate be sheathed forever? Then shall come the time for international convention and treaty. Great statesmen will be engaged in negotiating the tremendous document. Speaking out of inexperience and from afar among myriad minds, we ourselves hope that in this treaty there shall be established such a basis of defense on land as is alone necessary to protect local peace and that such armed ships as are necessary to police the sea shall alone be permitted, each nation contributing its quota to this international naval police, which shall be controlled in its movements by an international admiralty, whose whole duty shall be to preserve peace instead of prepare for war.

Site of Peace Conference.
The Exposition in San Francisco will have reached its highest purpose if it can in any way assist in the settlement of the terrific conflict which is now being waged with such titanic fierceness, hellish weapons and awful consequences. The Exposition being set apart on extraterritorial grounds,

dedicated to the use of all nations on terms of equality, could fittingly, without prejudice or embarrassment, be used for a peace conference designed to settle the differences of the warring nations and bring about the signing of a treaty of peace for which the world is praying.

New Cycle of Brotherly Love.

One effect of the war now in progress will be to emphasize the importance of and intensify the interest in the great international peace congress projected by the management of the Exposition. Let us hope that this war may be recorded history before this congress convenes. The horrors of present day warfare will then be fully appreciated, and those most directly affected may be available with their experience and advice to assist in preparing a code of international law and police powers and provide such other recommendations as may be best fitted to insure lasting peace.

And when we look into the future may we find the new cycle of brotherly love superseding the discord of today. May the settlement of international strife by war and blood and suffering and devastation be supplanted by conference and negotiation and arbitration; then will follow rest and peace and contentment for the everlasting enjoyment of mankind. As John G. Whittier beautifully expressed it in his Centennial hymn in 1876:
Oh, make thou us through centuries long
In peace secure, in justice strong;
Around our gift of freedom draw
The safeguards of thy righteous law,
And, rest in some diviner mold,
Let the new cycle shame the old.

Rich Ornamentation In Court of Abundance at San Francisco.



View showing section of colonnades, Court of Abundance, Panama-Pacific International Exposition, San Francisco. The lavish oriental embellishments of this court are well portrayed in this photograph.