

Wonderful Exhibits From All Lands Show the World's Best Progress

From Beginning to End Magnificent Panama-Pacific International Exposition Will Abound With Superb Educational and Entertainment Features.

By HAMILTON WRIGHT.
THE construction of the vast Panama-Pacific International Exposition at San Francisco was 95 per cent completed three months before the opening day, on Feb. 20, 1915. The early installation of thousands of tons of rare and costly exhibits from all parts of the globe and the participation of forty of the world's great countries have assured a celebration that will be unrivaled in its splendor, magnitude, interest and comprehensiveness.

In keen competitive exhibits there will be presented more than 80,000 single exhibits and groups of related exhibits portraying the results of the world's best efforts in recent years. This wonderful Exposition, presented at an outlay of more than \$90,000,000, celebrates a contemporaneous achievement, the building of the Panama canal, and all exhibits that are entered for competitive award will be those that have been originated or produced since the great Louisiana Purchase Exposition at St. Louis ten years ago. The possible exception to this rule will be where earlier exhibits are

fare work will, for example, see in the Palace of Mines an exhibit three fourths of an acre in extent, illustrating the manner in which the largest steel corporation in the world is caring for and plans to still further advance the welfare of its employees. In the Palace of Education they will be interested in a great United States government exhibit. The great war in no way has diminished the prospect of attendance at the Exposition, and thousands of Americans will for the first time enjoy the educative trip across their native land. After the outbreak of the conflict the number of conventions deciding to meet in San Francisco proportionately increased. One of the most important of the assemblages will be the international engineering



Photograph courtesy San Francisco Examiner.
THE MOTHER OF LINCOLN BEACHEY, FROM THE TOWER OF JEWELS, 435 FEET ABOVE THE EARTH, AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION, WATCHES HER SON LOOP HIS ONE THOUSANDTH LOOP.

When Lincoln Beachey, a son of San Francisco, on the occasion of his homecoming after breaking all world records as a daredevil loop of 999 loops, performed two entirely new and death defying stunts over the completed palaces of the Panama-Pacific International Exposition it was his aged mother who for the first time waved him on to fresh achievements. Mrs. Beachey held a place of honor, 435 feet up in the air, on the tip-top of the wonderful Tower of Jewels. From this vantage she was able to watch every erratic move of her daredevil son. She cried out only once. That was when he wrote the figure "1000" against the clouds, high above the two miles of completed exhibit palaces, significant of the looping of his one thousandth loop.

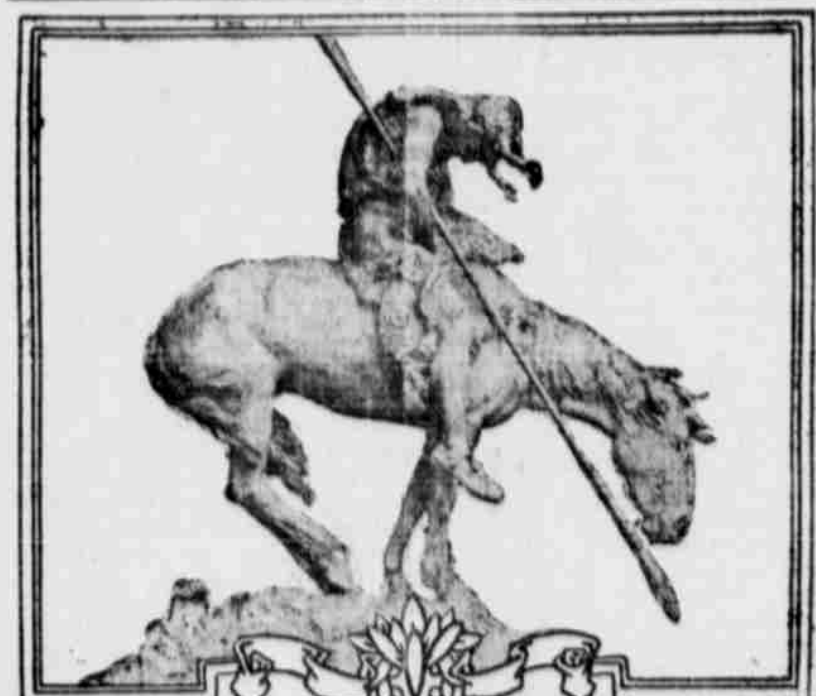
ama canal is today open and doing business on a far vaster scale than was predicted for it, and the Exposition, which celebrates the opening of the canal, is today revealed as the greatest manifestation of national achievement in American history. Here will be a neutral ground where even nations engaged in warfare will display on a scale never before equaled their progress in the arts, industries and sciences of peace.

Many of the displays will be especially adapted to study by the delegates to great national and international congresses and conventions, of which more than 300, embracing almost every phase of human activity, have voted to meet in San Francisco in 1915. Delegates to the congresses interested in social progress and wel-

shown to illustrate the evolution of the processes of manufacture—as, for example, a display of a model of the first cotton gin in connection with the marvelous equipment into which it has evolved.

congress, at which its distinguished chairman, Colonel George W. Goethals, will preside. The foreign participation will be notable. The nations are not attempting to show everything that they produce, but will lay especial emphasis upon those products in which they excel. In the Danish display, for example, will be shown products of the Royal Danish porcelain factory at Copenhagen. Japan in her exhaustive exhibit will display priceless works of art, loaned by direction of the imperial household and many of which could not be duplicated. From Italy will be shown historic paintings of the old masters, hitherto never exhibited in America in the originals. From China there have reached San Francisco selections of exhibits collected under the supervision of the governors of the Chinese provinces. Rare silks and satins, carriages, inlay work in the precious metals, exhibits of the transportation methods employed in the old China and the modern methods used in the awakening republic will be shown.

New Zealand will make a marvelous exhibit of its rare woods, of its flocks, of its superb scenic charms. A large number of rare giant tree ferns from New Zealand will be found growing on the Exposition grounds. The Argentine Republic early set aside a larger sum than any ever appropriated by a foreign nation for representation in an American exposition. The modern cities of Argentina, the schools, churches, libraries, the great live stock and agricultural interests will be extensively portrayed, and the mutual interests of South America and North America will be emphasized in almost every conceivable manner. From South Africa will be shown diamond exhibits and methods of extraction. The magnificent Canadian displays will review not only the widely known agricultural wealth, but will illustrate the scenic charms of the great Dominion, of snow clad mountain peaks, of fathomless forest, of inland lakes in chains of silver and rushing mountain streams.



"THE END OF THE TRAIL," PANAMA-PACIFIC INTERNATIONAL EXPOSITION, SAN FRANCISCO, 1915.

This photograph shows James Earle Fraser's superb piece of statuary, "The End of the Trail," at the Panama-Pacific International Exposition. More than 800 beautiful sculptures are shown at the Exposition, the works of famous sculptors of the day. In addition to the sculptures shown out of doors, thousands of beautiful works of art are presented in the great Palace of Fine Arts.

EUROPEAN WAR SHATTERS KING COTTON'S THRONE

FLEECY STAPLE MUST PAY RANSOM INTO THE COFFERS OF WAR.

Nation Rings With Cries of Stricken Industry.

By Peter Radford
 Lecturer National Farmers' Union.

King Cotton has suffered more from the European war than any other agricultural product on the American continent. The shells of the belligerents have burst over his throne, frightening his subjects and shattering his markets, and, panic-stricken, the nation cries out "God save the king!"

People from every walk of life have contributed their mite toward rescue work. Society has danced before the king; millady has decreed that the family wardrobe shall contain only cotton goods; the press has pleaded with the public to "buy a bale"; bankers have been formulating holding plans; congress and legislative bodies have deliberated over relief measures; statesmen and writers have grown eloquent expounding the feasible rights of "His Majesty" and presenting schemes for preserving the financial integrity of the stricken staple, but the sword of Europe has proved mightier than the pen of America in fixing value upon this product of the sunny south. Prices have been bayoneted, values riddled and markets decimated by the battling hosts of the eastern hemisphere until the American farmer has suffered a war loss of \$100,000,000, and a bale of cotton brave enough to enter a European port must pay a ransom of half its value or go to prison until the war is over.

Hope of the Future Lies in Co-operation.

The Farmers' Union, through the columns of the press, wants to thank the American people for the friendship, sympathy and assistance given the cotton farmers in the hour of distress and to direct attention to co-operative methods necessary to permanently assist the marketing of all farm products.

The present emergency presents as grave a situation as ever confronted the American farmer and from the viewpoint of the producer, would seem to justify extraordinary relief measures, even to the point of bending the constitution and straining business rules in order to lift a portion of the burden off the backs of the farmer, for unless something is done to check the invasion of the war forces upon the cotton fields, the pathway of the European pestilence on this continent will be strewn with mortgaged homes and famine and poverty will stalk over the southland, filling the highways of industry with refugees and the bankruptcy court with prisoners.

All calamities teach us lessons and the present crisis serves to illuminate the frailties of our marketing methods and the weakness of our credit system, and out of the financial anguish and travail of the cotton farmer will come a volume of discussion and a mass of suggestions and finally a solution of this, the biggest problem in the economic life of America, if, indeed, we have not already laid the foundation for at least temporary relief.

More Pharaohs Needed in Agriculture.

Farm products have no credit and perhaps can never have on a permanent and satisfactory basis unless we build warehouses, cold storage plants, elevators, etc., for without storage and credit facilities, the south is compelled to dump its crop on the market at harvest time. The Farmers' Union in the cotton producing states have for the past ten years persistently advocated the construction of storage facilities. We have built during this period 2,000 warehouses with a capacity of approximately 4,000,000 bales and looking backward the results would seem encouraging, but looking forward, we are able to house less than one-third of the crop and warehouses without a credit system lose 30 per cent of their usefulness. The problem is a gigantic one—too great for the farmer to solve unaided. He must have the assistance of the banker, the merchant and the government.

In production we have reached the high water mark of perfection in the world's history, but our marketing methods are most primitive. In the dawn of history we find agriculture plowing with a forked stick but with a system of warehouses under governmental supervision that made the Egyptians the marvel of civilization, for who has not admired the vision of Joseph for storing the surplus until demanded by the consumer, but in this age we have too many Josephs who dream and not enough Pharaohs who build.

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 - 75c "..... 57c
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