

SAN FRANCISCO, SCENE OF THE PANAMA-PACIFIC EXPOSITION 1915



STARTING WORK ON PANAMA

Every Country on Earth to Be Represented at the Greatest World's Fair in History. Eighty Million Dollars to Be Expended on National Celebration.

THE NATION'S BIG EXPOSITION

Composite Fleet of Navies of the World to Pass Through Panama Canal and Enter San Francisco Harbor. What the Great Fair Will Be Like.

WITHIN a few weeks time thousands of men and teams will be engaged in leveling off the grounds of the Panama-Pacific International exposition site in San Francisco, and it is estimated that within six months 10,000 men will be employed in the construction of the material part of the great exposition at which the United States of America will celebrate the opening of the Panama canal. Responses to invitations to participate and offers of co-operation from every part of the world are flooding the exposition management, and President C. C. Moore and his thirty directors, who represent every important interest on the coast and \$1,000,000,000 in invested capital, are working night and day to keep up with the avalanche of duties that pour in upon them.

Responses of foreign countries surpass all anticipations of the exposition management. Every civilized nation on earth, every land within the sweep of both shores of the Pacific ocean and every state in the Union will be represented by the finest assemblage of displays the world has ever seen.

"San Francisco," says President Moore, "as hostess for the nation will entertain the world in 1915 with the most comprehensive exposition in history, a jubilee of nations, a splendid commemorative celebration, which shall include not only the finest features of all former world's expositions in recording the progress of the world, but yet in magnificence, in diversity, in its distinctive color of the west, of the orient and of all the countries bordering upon the Pacific ocean will stand alone. The nations of the world will see the finest American displays ever shown at the Panama-Pacific International exposition.

"The plans of the people of the west for the Panama-Pacific International exposition are being undertaken upon a scale of world education and interest, and the exposition is the subject of enthusiastic co-operation in every

Francisco, following the contours of the shore from the harbor out to and beyond the Golden Gate. The structures will be the largest and costliest ever erected for a world's exposition.

The two principal locations of the exposition will be at Harbor View and in Golden Gate park. Harbor View lies as a crescent on San Francisco bay midway between the ferry building, the principal entrance to San Francisco, and the Golden Gate. Golden Gate park fronts the Pacific ocean one mile below the famous Cliff House. These two main sites and intermediate locations will be connected by a marine boulevard that will skirt the shores of San Francisco bay and also by an interurban railroad. A trackless trolley will run over the boulevard. Harbor View is within twenty minutes' walk of the Fairmont hotel and the most extensive apartment house section of San Francisco.

A Harbor View will be located a yacht harbor, the Midway and night life of the exposition and many concessions that lend themselves to night illuminations as well as great buildings to house such heavy exhibits as may be readily unloaded from ocean going vessels, such as the structures to contain the manufactures and machinery exhibits, the Palace of Liberal Arts and other industrial features.

Golden Gate park will be the seat of the permanent features of the exposition. With an area of more than a thousand acres Golden Gate park, forested and created of sand dunes, today presents one of the most notable achievements in landscape gardening in the world. The west end of Golden Gate park, comprising 540 acres, will be utilized for exposition purposes. Around a great stadium, already built, will be erected a huge concrete coliseum, the largest structure of its kind in America, capable of seating 75,000 people and in architecture like that at Rome. A chain of lakes at different levels will be connected by a working model of the Panama canal.

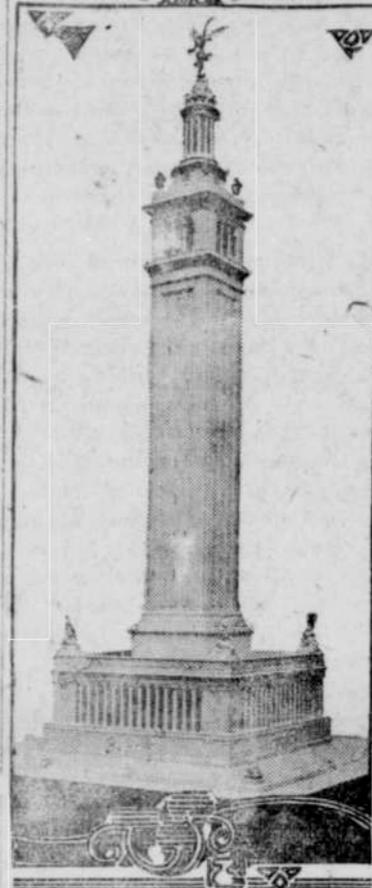
Lincoln park, where the Golden Gate rounds out into the Pacific ocean, commands a panorama of the Pacific ocean, of San Francisco harbor and of the hills of the city. Its area is 150 acres, and its contours rise more than 300 feet above sea level. At Lincoln park will be erected a great commemorative statue welcoming ships to the Golden Gate. Tentative plans for St. Francis memorial tower call for a structure 850 feet in height, with a base 200 feet square. The top of the tower will be almost 1,200 feet above the waters of the Golden Gate.

From Lincoln park the boulevard, turning south toward Golden Gate park, will pass through an area of 289 acres that have been secured by the directors for exposition purposes. Here will be located the foreign buildings, live stock exhibits, mining, horticulture and agriculture and other displays requiring extensive space.

PANAMA-PACIFIC TO BE THE GREATEST OF ALL EXPOSITIONS

FOLLOWING the battleship parade into San Francisco harbor at the opening of the Panama-Pacific International exposition there will be a program of events of world interest and importance in a succession of two months apart interspersed with lesser events—yacht races and motorboat races of an international character for great trophies and cash prizes, aviation meets with the famous bird men of the world, Olympic games in which the athletes of the world will take part, intercollegiate contests, automobile races in which the holders of the world's records will participate in the automobiles of every nation, military maneuvers in which the crack infantry and cavalry of this and other nations will participate upon an extended scale. The location of the exposition gives widest scope for the greatest international sports program in history. The auto races will pass into Golden Gate park before the concrete coliseum, which will have a seating capacity of 75,000 people. The military maneuvers and Olympic games will also be held in the stadium. On San Francisco bay motorboats will vie for the world's records before the Harbor View site of the exposition. The yachtsmen of the world will sail from Europe across the Atlantic to New York and then through the Panama canal to San Francisco.

The Panama-Pacific International exposition was first proposed by Mr. R. B. Hale, a merchant of San Francisco, in 1901. Mr. Hale wrote a letter to the Merchants' association, and the idea took like wildfire. At that time it was anticipated that the canal would be opened in 1913, and 1913 was the date set for the exposition. An organization of the commercial bodies began the preliminary work, but in 1906 came the fire. No one was dismayed. In a shack built over embers hardly cool a



ST. FRANCIS MEMORIAL TOWER

The contributions of China and Japan toward the exposition in magnificence and variety will surpass anything ever seen outside of the orient and even in the far east itself. A con-

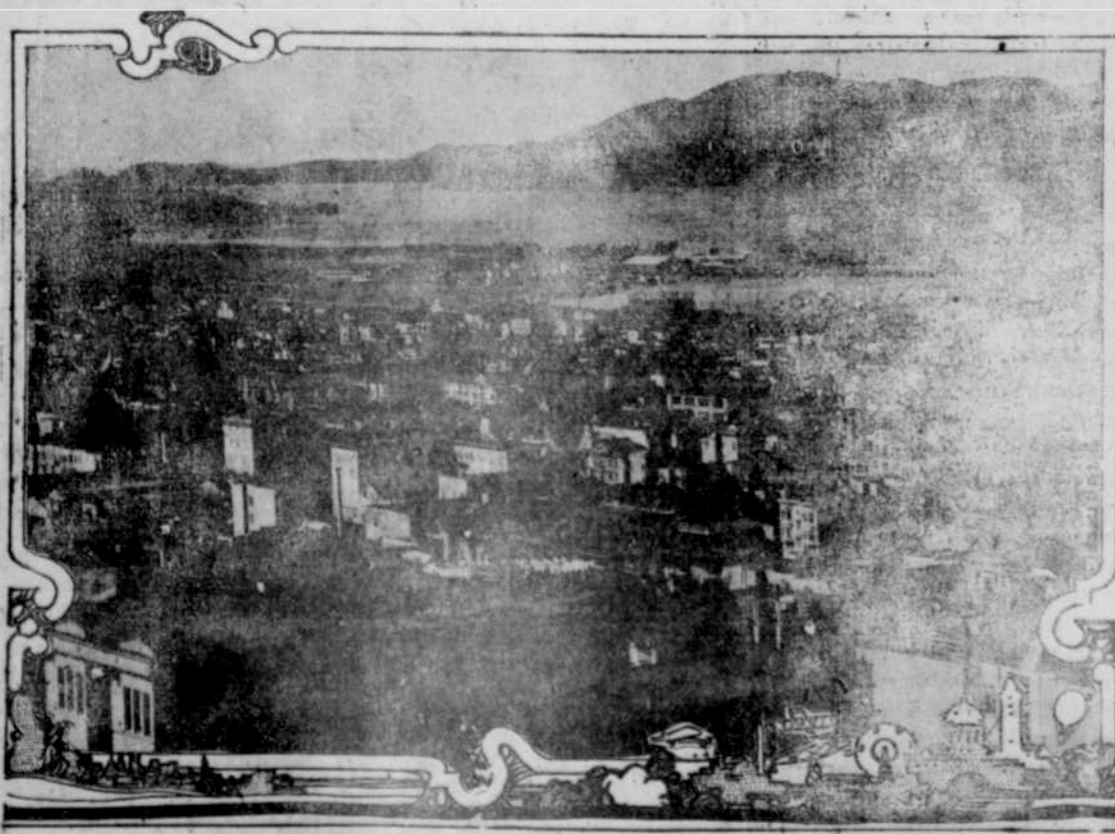
Yellowstone National park, Great Salt lake, Puget sound, the inland trip to Alaska, the government's huge reclamation projects in sixteen western states, the Columbia river region, the redwood forests of California, the first of Oregon; the big trees on the approach to the Yosemite, Arizona and New Mexico, youngest of the states; Nevada and some of the greatest mining camps in the world. Perhaps most interesting of all will be the opportunity for a trip through the Panama canal either coming or going.

The reconstruction of San Francisco is one of the greatest miracles within the history of American municipalities. Five hundred and eight city blocks, embracing the principal business and residential portions of the city, were wiped from the earth in 1906. The streets were covered in some places with debris forty feet deep, yet today a stranger to the city would never know from its appearance that a fire had occurred.

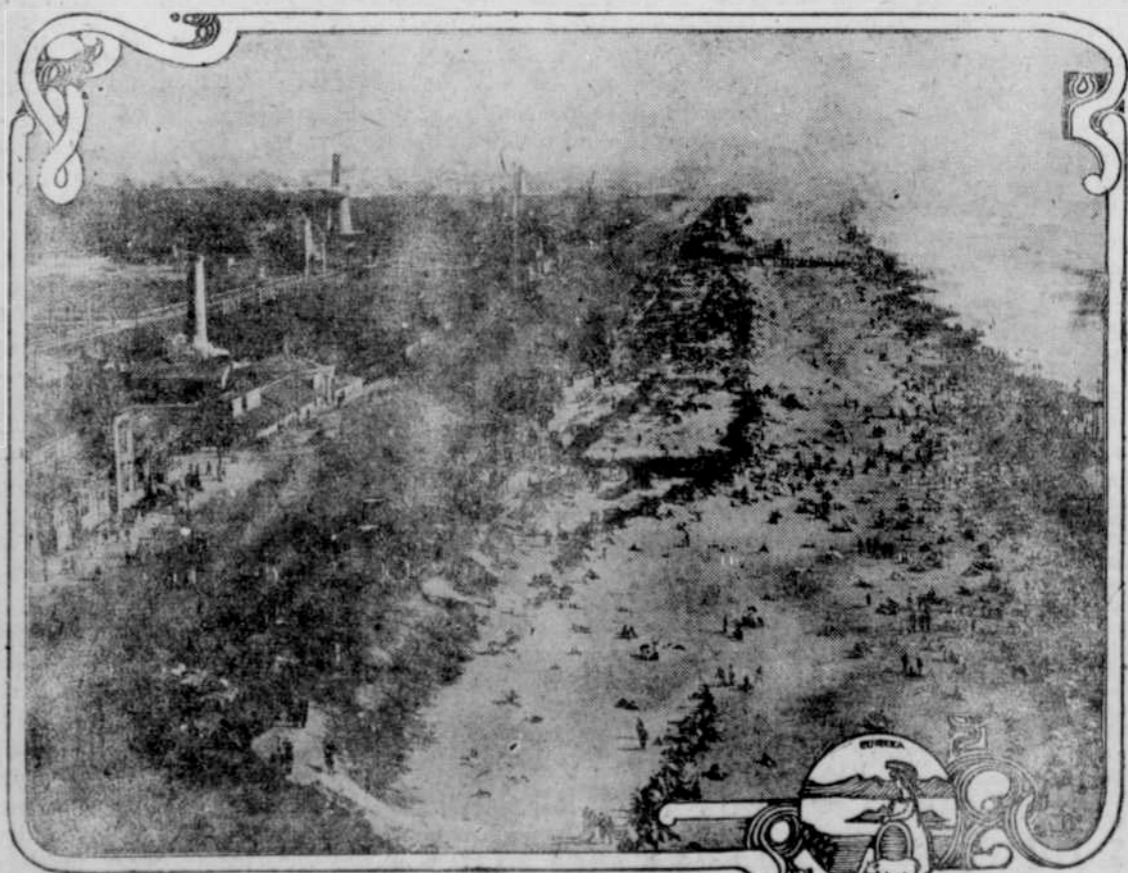
The loss through the fire is estimated by insurance underwriters at \$400,000,000. To reconstruct San Francisco called for greater wealth than was destroyed by the fire and far exceeded the cost of building the Panama canal. Since the fire \$232,000,000 has been expended upon new buildings alone.

Today San Francisco is the newest city in the world. Its buildings represent the latest type of modern reinforced concrete structures. It has more than 1,300 hotels and apartment houses, with accommodations to suit all persons.

In preparing for the Panama-Pacific International exposition hundreds of its emissaries are visiting all the regions of the world. Fourteen governors of western states on a 4,000 mile trip through the east on a special train recently called attention to the exposition and became better acquainted with their brothers of the eastern states.



HARBOR VIEW SITE OF THE EXPOSITION, WHERE THE MIDWAY AND CONCESSIONS WILL BE LOCATED.



PACIFIC OCEAN BEACH FRONTING THE EXPOSITION SITE IN GOLDEN GATE PARK.

dry goods merchant placed a great sign, "Panama-Pacific International Exposition, San Francisco, 1915," and this became the battlecry in the fight to build a new city.

Of more than \$20,000,000 now appropriated by California \$7,000,000 has been raised by popular subscriptions, \$1,000,000 is assured through a special act of the legislature permitting the counties to tax themselves for exposition purposes, \$5,000,000 was appropriated by the state of California, and San Francisco has voted a bond issue of \$5,000,000. This is the largest sum that has ever been raised for a world's exposition at an initial stage. But it is only a starter.

servative estimate of their combined expenditure toward the exposition is \$10,000,000. Hawaii and the Philippines will contribute more than \$1,000,000 each.

The Pacific coast of the United States and the whole west will be featured up more extensively than they have been within their history. Side excursions from the main line or stopovers upon any of the eight transcontinental systems terminating upon the Pacific coast will afford the visitor an opportunity to see those attractions of America that appeal to him. To most people the names of these places will carry a picture—the Yosemite, the Grand Canyon of the Colorado, the

One of the directors of the exposition is now in Japan. It is said that his majesty the Emperor Mutsuhito will donate the use of the imperial art collection to the exposition. The board of lady managers, of which Mrs. Phoebe Hearst is honorary president, is independently taking up those phases of the exposition that belong particularly to woman's domain.

The setting is being prepared. With impressive exposition structures rising from San Francisco bay, with city and wooded slopes as a background and in the foreground a vast fleet of battleships of the world, the sight will be one of the magnificent spectacles of history.