

CONVENTIONS AND CONGRESSES:

The Exposition has organized a "Bureau of Conventions and Societies" to have charge of all arrangements for Conventions and Congresses to meet in San Francisco in 1915. This work will be under the following general heads:

1. National and international gatherings held under the auspices of particular societies.
2. Learned Societies.
3. Conventions.
4. Information as to hotels, transportation routes and rates, as well as places of interest throughout the Pacific Coast.

The Bureau will furnish full and accurate information regarding hotel rates and facilities, halls, transportation routes and rates, and such other information as may be desired by organizations planning to meet in San Francisco in 1915.

MILITARY PARTICIPATION:

This Department is under the active management of Major Sydney A. Cloman, United States Army, who has been detailed for this purpose by the War Department.

The Exposition grounds are ideally located for both military and naval displays and the serious study of all matters pertaining to any branch of those services.

Across the Golden Gate on the Marin Hills from the highest seacoast batteries in the United States. On the west is the Presidio, the ancient Spanish stronghold, now a most important army post of the United States, containing a large garrison of cavalry, artillery, infantry, and the technical and staff corps. Here military work is practically continuous.

An International Military Tournament will be held. Organizations from many foreign armies, the organized militia of our various states, military schools and cadet corps will compete. Competitions will also be arranged between the uniform ranks of the various fraternal societies.

NAVAL PARTICIPATION:

Secretary of the Navy, Josephus Daniels, has expressed his intention of sending the Atlantic Fleet through the Panama Canal and thence to the Exposition in 1915.

The Naval participation at this Exposition promises to surpass all previous events of its kind, as there is every assurance that the nations of the world will send their battleships to the Exposition shortly after the gates are opened. England, France, and Italy have already stated, in response to the invitation sent out by the President of the United States, that they will send squadrons.

THE OFFICIAL "BUREAU OF INFORMATION AND PUBLIC SERVICE:"

The Exposition has organized an efficient "Bureau of Information and Public Service," which all inquirers are invited to use freely and, of course, free of charge.

HOTEL ACCOMMODATIONS:

San Francisco is second only to New York in the number and quality of her hotel accommodations. At present there are over 2,000 hotels and apartment

houses in San Francisco. This number is supplemented by the many up-to-date hostelrys of the trans-bay cities of Oakland, Berkeley and Alameda. Very reasonable rates are in force and the hotel association has assured the Exposition officials that these rates will prevail during the Exposition period. Rooms occupied by one person may be obtained in San Francisco by the day from \$1.00 up. Rooms with baths, \$1.50 up. San Francisco is noted for the number and variety of her restaurants, where substantial meals can be obtained from 25c to \$1.00. It is generally conceded that, quality for quality, the San Francisco restaurant prices are from 20 per cent to 40 per cent below those of New York City. The visitor to the Panama-Pacific Universal Exposition can be assured of the fact that he will not be over-charged by the hotels and restaurants. He can live on the fat of the land and that at a price well within his means.

A great Exposition hotel to be erected in the grounds will make a specialty of catering to visitors to the Exposition. The Inside Inn will be commodious, with a standard of quality equal to first-class city hotels. It will be located in a beautiful and central spot adjacent to the Exposition Palaces and San Francisco Bay. The rates will range from \$1.00 to \$10.00 per day for each person (European Plan), according to size and location of rooms. Parties, either of women or men, may be accommodated at very reasonable rates in rooms containing several beds. Breakfast will be served for 50c, luncheon 50c, and dinner \$1.00. Meals will also be served a la carte. In addition there will be a ladies' grill, a gentlemen's cafe, a lunch room and private dining rooms.

The Inside Inn, being within the Exposition grounds, will be subject to the rules and regulations of the Exposition, and no abuses or over-charges will be permitted.

So that, with over 2,000 hotels and apartment houses already built and dozens more going up, the accommodations in the trans-bay cities, and the spacious Inside Inn, there will be ample room for the millions of visitors expected in 1915.

WELFARE WORK:

The Woman's Board is organizing a comprehensive system of welfare work, one which will include a traveler's aid department, information bureau and domicile registers. It will mean that any woman of any country may come to San Francisco during the Exposition and rest assured of protection. The organization will include representatives of every nationality and every religion.

SEEING SAN FRANCISCO:

San Francisco in itself is a wonderful exposition as to what man can accomplish in the building of a city. The entire business section and a great part of the residence section has been beautifully and strongly re-built at a total cost of just about what it has taken to dig the Panama Canal—\$375,000,000. The visitor to the Exposition can well afford to spend another week, taking in the beauties and wonderful sights of San Francisco—its Golden Gate Park, Golden Gate, Seal Rocks, splendid harbor, markets, military reservations, Old Mission, Chinatown, Italian section, shipping wharves, etc.

WONDERFUL SIDE TRIPS:

With San Francisco as a center, the visitor has the opportunity of making some easy side trips to places of interest and the wonders of California—as Stanford University at Palo Alto, University of California at Berkeley, the Mare Island Navy Yard, Mt. Tamalpais, with its “crookedest railway in the world;” the Muir Redwoods, Piedmont Springs, Lake Merritt, and the Ocean Boulevard automobile drive, and the great interior valleys of California with their golden harvest of fruit, and a little further afield, the unique, awe-inspiring Yosemite Valley, Lake Tahoe and the beautiful, snow-capped Mount Shasta.

CLIMATE:

San Francisco offers a cool coast summer climate with no rain; a winter climate without snow, ice, or blizzard.

The annual mean temperature of San Francisco is 56 degrees Fahrenheit. September is the warmest, and January the coldest month. The mean temperature of September is 59.1 degrees, and of January 49.2. In the last 20 years there have been only 27 days during which the temperature exceeded 90 degrees, and in the same period it has not fallen below 32 degrees, the freezing point. The differences between day and night temperatures are small. The warmest hour, 2 p. m., has a mean temperature of 59.2, and the coolest hour, 6 a. m., has a mean temperature of 50.9 degrees.

The following shows the average number of rainy days during the months of the Exposition period, the data being taken from official records covering 62 years: March, 11 rainy days; April, 6; May, 4; June, 1; July, 0; August, 0; September, 2; October, 4; November, 7.

IMPORTANT HINT ON CLOTHING:

Visitors to San Francisco from Eastern, Middle Western and Southern States should note the average temperatures stated above and prepare in conformity thereto. The temperature of San Francisco practically the year around is about that of middle April or early May in New York, London or Chicago. Do not come clad for a hot Eastern summer. Light overcoats and wraps are always in demand in the evening. From April to November umbrellas may safely be left at home.

PROGRESS:

The Exposition will open on time. All the Divisions are working in full force. The Palace of Machinery is nearly completed, and the other Exhibit Palaces are under construction by time contracts, and will be ready for occupancy by August, 1914. The grounds are being made ready. Thousands of shrubs and plants and groves of trees are being transplanted. The Statuary is being molded in great workshops on the grounds from models by world-renowned sculptors. The designs of the Mural Paintings by celebrated masters in the art are in hand. The Exhibit space is already over-subscribed and the selective work in process. Some of the leading amusement attractions are now being installed. The exploitation of the enterprise goes forward in all the principal nations of the earth. The outlook is bright for one of the greatest Universal Expositions in history, and the Panama-Pacific International Exposition will open FEBRUARY 20TH, 1915.

PLAN NOW to Visit this great Exposition

Condensed Facts

Concerning the
Panama-Pacific
Universal
Exposition

San Francisco
1915

ISSUED OCTOBER : 1913

The Bancroft Library

University of California • Berkeley

[*Issued by Division of Exploitation
Panama-Pacific International Exposition*]

FACTS ABOUT THE 1915 UNIVERSAL EXPOSITION

HISTORICAL:

The Panama-Pacific International Exposition, which is the nation's celebration of the completion of the Panama Canal, will cost at least \$50,000,000. In this respect, as well as in the matter of exhibits and artistic conception, it will be vastly greater than any world's exposition that has ever been held.

The Exposition gates will be opened February 20th, and will close December the 4th, 1915, giving an Exposition period of 288 days.

The foundation for the great Exposition was laid in the raising of an original fund of \$17,500,000, which amount was pledged to it by the people of San Francisco and California before Congress was asked to give it official governmental recognition.

Of this \$17,500,000, a sum of more than \$4,000,000 was raised within two hours by popular subscription at a great mass meeting held in the Merchants' Exchange Building during April, 1910. This popular subscription was later increased by other pledges to the amount of \$7,500,000.

In addition to the popular subscription fund, the State of California has taxed itself in the sum of \$5,000,000 to aid the Exposition and the city of San Francisco has authorized \$5,000,000 worth of bonds for the same purpose.

Approximately \$3,000,000 more is made possibly available through an action by the legislature permitting the counties of the State to levy a tax not to exceed 6 cents on each \$100 assessed valuation to defray the cost of county displays at the Exposition.

Of the 58 counties in the State of California, 44 have already levied a tax for participation.

On January 31st, 1911, the National House of Representatives took final action upon the matter of extending federal recognition and brought to an end a friendly fight between San Francisco and New Orleans, which had been contending for months for the honor of holding the exposition.

San Francisco won its case before the House of Representatives by a vote of 188 to 159.

On February 8, 1911, the Senate Committee of Congress reported unanimously in favor of San Francisco and the bill was passed a few days later.

It was signed by President Taft on February 15th, 1911.

Ground was broken for the Exposition on October 14th, 1911, President Taft turning the first spadeful of earth which marked the actual era of exposition construction.

On February 2nd, 1912, President Taft, assured that the necessary funds were available and that a proper site had been selected for the holding of the Exposition, issued a proclamation inviting the nations of the world to participate.

OFFICIALS OF EXPOSITION:

President.....Charles C. Moore

Vice Presidents

Wm. H. Crocker, R. B. Hale, M. H. de Young, I. W. Hellman, Jr., Leon Sloss and James Rolph, Jr.

Secretary.....R. J. Taussig

Treasurer.....A. W. Foster

Director-in-ChiefDr. Frederick J. V. Skiff

Executive Secretary.....Joseph M. Cumming

General AttorneyFrank S. Brittain

Comptroller.....Rodney S. Durkee

Directors of Divisions.

Works.....Harris D. H. Connick

Exhibits.....Asher Carter Baker

Concessions.....Frank Burt

Exploitation.....George Hough Perry

Traffic Manager.....A. M. Mortensen

FOREIGN PARTICIPATIONS:

So far the following foreign countries have accepted the nation's invitation to participate in the Exposition.

Argentina, Bolivia, Brazil, Canada, Chili, China, Costa Rica, Cuba, Denmark, Dominican Republic, Ecuador, France, Guatemala, Hawaii, Hayti, Holland, Honduras, Japan, Liberia, Mexico, Nicaragua, Panama, Peru, Portugal, Salvador, Sweden, Uruguay, Venezuela, ~~Philippine Islands~~, New Zealand.

The following nations have already selected their sites:

BOLIVIA—Dedicated a site June 12th, 1913. Horace G. Knowles, Envoy Extraordinary and Minister Plenipotentiary of the United States to Bolivia.

CHINA—Dedicated a site October 24th, 1912. Doctor Chin-tao Chen, Commissioner.

DOMINICAN REPUBLIC—Dedicated a site May 26th, 1913. Doctor Francisco J. Peynado, Envoy Extraordinary and Minister Plenipotentiary of the Dominican Republic to the United States.

FRANCE—Dedicated a site September 5th, 1913. Albert Tirman, Roger Sandoz, Gaston de Pellerin de Latouche, Alfred Savy, Raphael Monnet, Commissioners.

GUATEMALA—Dedicated a site July 14th, 1913. Minister Joaquin Mendez, Commissioner.

HONDURAS—Dedicated a site July 14th, 1913. Minister Joaquin Mendez, Commissioner.

HOLLAND—Dedicated a site December 11th, 1912. Jonkheer Loudon, Envoy Extraordinary and Minister Plenipotentiary for the Netherlands.

JAPAN—Dedicated a site September 18th, 1912. Haruki Yamawaki, Goichi Takeda, Yoshikatsu Katayama, Commissioners.

PERU—Dedicated a site July 11th, 1913. Frederico Alphonso Pezet, Envoy Extraordinary and Minister Plenipotentiary of Peru to the United States.

PORTUGAL—Dedicated a site November 26th, 1912. Honorable J. Batalha de Freitas, Portuguese Minister to China and Japan, Commissioner.

SWEDEN—Dedicated a site November 12th, 1912. Mr. John Hammar, Commissioner.

ARGENTINE REPUBLIC—Dedicated a site June 23rd, 1913. Romulo S. Naon, Envoy Extraordinary and Minister Plenipotentiary of the Argentine Republic to the United States, Commissioner.

DENMARK—Dedicated a site March 15th, 1913. Minister C. Brun, Commissioner.

BRAZIL—Dedicated a site July 1st, 1913. Doctor Lauro Muller, Commissioner.

PANAMA—Dedicated a site on October 10, 1913, the day which marked the celebration in honor of the removal of the last obstacle, the Gamboa dyke, and completed the Panama Canal. Senor Don J. E. Lefevre, First Secretary of Legation at Panama, Commissioner.

STATE PARTICIPATION:

Up to September 20th the following states had accepted the invitation to participate, dedicated their sites and made appropriations:

State—	Date of Dedication.	Amount Appropriated.
1. Arizona	July 5, 1912
2. Colorado
3. Hawaii	May 8, 1912	\$100,000
4. Idaho	March 22, 1912	100,000
5. Illinois	June 24, 1912	300,000
6. Indiana	Oct. 22, 1912	90,000
7. Iowa
8. Kansas	40,000
9. Kentucky	June 20, 1912
10. Louisiana
11. Maryland
12. Massachusetts	Feb. 4, 1913	250,000
13. Minnesota	Dec. 11, 1912
14. Missouri	April 5, 1912	100,000
15. Montana	March 22, 1912
16. Nebraska	May 8, 1912
17. Nevada	March 14, 1912	100,000
18. New Jersey	June 17, 1912	200,000
19. New Mexico
20. New York	Nov. 29, 1912	700,000
21. North Dakota	Sept. 16, 1913	35,000
22. Ohio	Oct. 10, 1912
23. Oklahoma	Sept. 16, 1913
24. Oregon	March 14, 1912	175,000
25. Pennsylvania	July 5, 1912	300,000
26. The Philippines	March 30, 1912	250,000
27. South Carolina
28. South Dakota	March 30, 1912
29. Texas
30. Utah	March 22, 1912	50,000
31. Washington	March 22, 1912	175,000

should not be counted at this time. doubtful

32. West Virginia	Nov. 29, 1912.....	75,000
33. Wyoming		
34. Porto Rico	May 22, 1913	
35. Wisconsin		75,000

CLASSIFICATION OF EXHIBITS:

The Division of Exhibits under the charge of the Director of Exhibits is composed of eleven Departments, each of which is in charge of a Chief. These Departments are as follows:

(a) Fine Arts, (b) Education, (c) Social Economy, (d) Liberal Arts, (e) Manufactures and Varied Industries, (f) Machinery, (g) Transportation, (h) Agriculture, (i) Live Stock, (k) Horticulture, (l) Mines and Metallurgy.

Each of these Departments is now organized and is pursuing an active campaign in getting together an interesting diversity of exhibits, which will be of highly educational value. Such progress has been made that there are already on file a great variety of applications for exhibit space.

PURPOSES OF 1915 EXPOSITION:

It is the purpose of this Exposition to bring together the achievements and activities of the world during the past decade for inspection and study by world experts, and for the instruction and information of all classes.

The classification is comprehensive and representative—a contemporary record for the congress of the human race—and has been reviewed by international authorities.

INFORMATION FOR EXHIBITORS:

Qualified exhibitors will be those corporations, firms or individuals who have produced the article, object, or material exhibited, but those who have importantly aided or co-operated in such production may be given proportionate consideration.

To encourage the exhibiting of machinery in motion, an especially low rate for motor current is made for exhibitors.

This is a contemporaneous Exposition. Commercial articles manufactured prior to 1905 will not be reviewed for award. Historical material will be given no award value.

The country where an exhibit is produced and not the citizenship of the exhibitor, will determine the nationality of the exhibit.

No charge will be made for space allotted for exhibitors.

No charge will be made for space allotted for buildings of foreign governments, of the State, Territorial or District Governments of the United States.

The main exhibition palaces will be opened to visitors at nine (9) o'clock a. m. each day and will be closed at the hour of sunset, except the Art Palace, which, at stated times, may be open after sunset.

EXHIBITS OF MACHINERY:

In Machinery Palace will be collected an exhibit of machinery and electrical apparatus designed to be of

special educational value to the public, as well as technical men. The close relationship of electrical and mechanical apparatus has caused these products to be placed in one building rather than to have a separate building.

Improvements in the last few years on the many types of machinery will insure some new and interesting exhibits not before placed in any Exposition.

Near the Palace of Machinery will be a building known as the Gas and Fuels Building, in which will be exhibited a boiler plant, gas producers, processes of welding and other features requiring heat or fire, and which will make exhibits of unusual interest.

In Machinery Hall there will be installed 4 overhead traveling cranes, 2 of 30 tons capacity in the central bay of the building and one of 20 tons capacity, in each of the two adjacent bays. These cranes span a distance of nearly 70 feet and run on tracks throughout the length of the building.

As a means of extending the range of educational value of machinery exhibits, many machines will be in operation. Mechanical and electrical equipments will be connected up so as to show their uses, and the interior construction of many machines will be shown by being taken apart or sections cut therein. Also an interesting feature will be the illustration of many processes of manufacture by showing material in different stages, between raw material and the finished product.

TRANSPORTATION EXHIBITS:

At other international expositions that celebrated a historical event the historical side of Transportation was featured both in the development of motive power, as well as in the development of permanent way. As this Exposition is entirely contemporaneous, and historical matter has no award value, such exhibits will be absent; but on account of the great development of the motor boat industry and aerial navigation these two groups will be thoroughly represented, both in the building and in outdoor exhibits. The Aviation Field will offer opportunity of showing the rapid development in the art and science of the invasion of the air, for exhibition purposes and for the general instruction of the public.

The public will become acquainted with the motor manufacture and the operation of the various aeronautic devices that are being produced in this country and abroad.

In this building will be shown the exhibits of all the great steamship companies; the water transportation of all countries; their navigation and commerce; characteristic boats of all nations; sail and steam yachts, to be generally shown by models.

The electric companies are showing the latest application of electricity to the agency of transportation. A locomotive exhibit will illustrate the latest types; car exhibits will show the modern development of street car equipment; and there will be a complete showing of railway supplies, including all the new inventions and appliances used for the protection of life and property in this connection.

DELIVERY AND INSTALLATION:

The delivery and installation of exhibits have been made a special study by the Exposition Management.

Exhibits of every character from every part of the world may be landed directly at the special docks on the Exposition grounds. The same facilities will be offered in the case of railway shipments, which will enable cars to be lightered direct from the various tidewater terminals of the railroads to the Exposition. Furthermore, there will be railroad tracks about the grounds and into the buildings, and ample openings will be provided in the buildings to admit large exhibits.

Exhibits may be consigned directly to the space to be occupied through a Terminal Company which is incorporated within the Exposition Company for receiving and transferring exhibits. This will relieve the exhibitor of any necessity of handling his exhibit further than to consign it to the President of the Exposition. Exhibits will be handled at published tariff rates, and there will be no annoyance from many small charges incident to transferring material from the trunk lines to the exhibit building which it is to occupy. These matters are under charge of the Traffic Department.

TRAFFIC DEPARTMENT:

The Traffic Department is preparing data for a book entitled, "Traffic Rules and Regulations." This book, when completed, will show available routes and the basis of rates to San Francisco on exhibits from all parts of the world. It will give full instructions concerning customs regulations of the United States Government on exhibits, and will also enumerate the various transportation lines, both rail and water, throughout the country that have announced special rates on exhibits. It will also contain full instructions regarding the delivery of exhibits to allotted space; the storage of packing cases, etc. Full instructions will also be given pertaining to the return of exhibits at the close of the Exposition to their point of origin.

MILITARY PARTICIPATION:

This Department is under the active management of Major Sydney A. Cloman, United States Army, who has been detailed for this purpose by the War Department.

The setting of the Exposition grounds, fronting on beautiful San Francisco Bay and directly adjoining Fort Mason on one side and the Presidio on the other is ideally located for both military and naval displays and the serious study of all matters pertaining to any branch of those services. Directly east of the grounds are the newly completed Transport Docks, from which sails the Government fleet that keeps us in touch with our Island possessions in the Pacific.

Across the Golden Gate on the Marin Hills from the highest seacoast batteries in the United States. On the west is the Presidio, the ancient Spanish stronghold, which is now probably the most important army post in the United States, containing a large garrison of cavalry, artillery, infantry, and the technical and

staff corps. Here military work is practically continuous, varying from teaching the awkward "rooky" how to walk, to night practice with the great concealed sea-coast batteries at a five-mile range. Visitors may also get permission to visit many other forts around the Bay that taken together make this one of the most strongly fortified harbors in the world.

In the Exposition proper it is the intention of the Administration to make the military features unique and much more important than ever seen before in an Exposition.

An International Military Tournament will be held and it is assured that organizations will compete from many foreign armies, the organized militia of our various states, military schools and cadet corps. Competitions will also be arranged between the uniform ranks of the various fraternal societies.

NAVAL PARTICIPATION:

Secretary of the Navy, Josephus Daniels, has expressed his approval of sending the Atlantic Fleet through the Panama Canal and thence to the Exposition in 1915.

Commander David Foote Sellers, U. S. N., has been detailed by the Navy Department to act as Naval Aide to the President of the Panama-Pacific International Exposition.

The Naval participation at this Exposition promises to surpass all previous events of its kind, as there is every assurance that the nations of the world will send their battleships to the Exposition shortly after the gates are opened.

DEPARTMENT OF LIBERAL ARTS:

Liberal Arts rank high in the Classification of exhibits because they embrace the Applied Sciences which indicate the result of man's education and culture, illustrate his tastes, and demonstrate his inventive genius, scientific attainment and artistic expression.

The Department of Liberal Arts will occupy one entire building styled the Palace of Liberal Arts, centrally located and forming one of the leading elements in the main Exposition picture. This splendid Palace is directly opposite the main entrance to the Exposition Grounds and is approximately 585 feet long, 470 feet wide and 65 feet high, covering nearly six acres.

LIVE STOCK:

In keeping with the general plan of the Exposition the Department of Live Stock will be presented in a better phase than has heretofore characterized such exhibitions. Competitions for the \$175,000 in prize money appropriated by the Exposition, and for the supplemental premiums offered by the breeders' associations will take place in the months of October and November. In addition to this there will be a continuous Live Stock display from February 20th to December 4th. In housing, arrangements of the classification and arrangements of the exhibits, the Department of Live Stock at San Francisco will demonstrate the advancement that has been made since former World Expositions.

Special events include Universal Polo, an International Cavalry Contest, two harness horse Racing Meets, and the carrying on of a series of demonstrations which will teach everything that is new in this important industry.

EDUCATION:

The educational exhibits will show development since 1905 and by specializing on promising movements and reforms will seek to forecast the education of tomorrow. There will be a comparative exhibit of the educational systems of all nations participating and a comprehensive demonstration of educational work in the United States in all its phases from kindergarten to university.

A special effort will be made to show the relation that education has borne to the general industrial advance of the past ten years.

CONVENTIONS AND CONGRESSES:

The Exposition has organized a "Bureau of Conventions and Societies" to have charge of all arrangements for Conventions and Congresses to meet in San Francisco in 1915. This work will be under the following general heads:

1. National and international gatherings held under the auspices of particular societies;
2. Learned societies;
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4. Information as to hotels, transportation routes and rates, as well as places of interest throughout the Pacific Coast.

The Bureau will furnish full and accurate information regarding hotel rates and facilities, halls, transportation routes and rates, and such other information as may be desired by organizations planning to meet in San Francisco in 1915.

DESCRIPTION OF SITE:

The site chosen for the Exposition proper comprises a tract of approximately 635 acres, including a portion of the Harbor View district and government property within the Presidio and Fort Mason. It has a frontage of nearly three miles on the Bay of San Francisco just within the Golden Gate and is in a natural basin surrounded by hills.

The Grounds of the 1915 Exposition adjoin a great military reservation with its forts and parade grounds, and close by is the magnificent Golden Gate Park along whose front the ocean breaks.

Ten acres will be devoted to the government exhibit, 40 acres to State Buildings and 37 to foreign buildings.

Sixty-five acres have been set aside for the Amusement concessions and an equal space for the Live Stock Exhibits.

PALACE OF MACHINERY:

The Palace of Machinery will be the largest building erected on the Exposition site. It will be 968 by 368

feet. One mile and a half of cornices will be used in ornamenting the building. It will contain 1500 tons of steel (bolts and washers), and in construction four carloads of nails will be used. Eight million feet of lumber will also be necessary for this structure. The arched trusses of this building will be 75 feet wide and they will be placed three in a row. These trusses weigh in the neighborhood of four tons each. Messrs. Ward and Blohme are the architects.

THE COURT OF ABUNDANCE:

The architecture of the Court of Abundance, designed by Louis C. Mullgardt, will be striking, partaking of the Oriental phase of the Spanish-Moorish architecture. The court will be dedicated to music, dancing and acting; it is designed for pageantry, and will constitute the proper setting for Oriental and modern drama upon a colossal scale. Here will assemble many of the fascinating pageants that will come from the concession center to draw visitors to the amusement features or Midway of the Exposition.

PALACE OF FINE ARTS:

The Palace of Fine Arts, designed by B. R. Maybeck, will be one of the most notable exposition buildings ever constructed. Its length from north to south describes an arc eleven hundred feet long. In this classical structure will be assembled the notable paintings of the world. The Fine Arts Palace will face upon a great lagoon from whose surface its quiet and beautiful architecture will be reflected. It will be a fireproof structure.

FESTIVAL HALL:

Festival Hall, designed by Robert Farquhar of Los Angeles, will be adapted to many of the great conventions and congresses to be held. The hall will contain seats for about three thousand people, a huge pipe organ and facilities for orchestral performances, as well as some ten halls of varying sizes for great meetings and assemblages.

COURT OF THE FOUR SEASONS:

One of the most beautiful of the great inner courts at San Francisco in 1915 will be the Court of the Four Seasons, or great west court. Hadrian's Villa, one of the historic Roman Palaces, is undoubtedly the inspiration for this court, which is designed by Mr. Henry Bacon of New York.

PALACE OF HORTICULTURE:

The Palace of Horticulture will be constructed almost entirely of glass and will cover over five acres. It will be surmounted by a dome 150 feet in height; it will be 672 feet long and its greatest width will be 320 feet, an imposing nave 80 feet in height will run the length of the building, and paralleling the central nave there will be (one on either side) two side aisles, each fifty feet in height. It is designed by Messrs. Bakewell and Brown of San Francisco.

TOWER OF JEWELS:

From an architectural viewpoint the dominating feature of the Panama-Pacific International Exposition will be the great Tower of Jewels rising at the southern entrance of the Court of the Sun and Stars. This tower, designed by Messrs. Carrere and Hastings of New York, will be 426 feet in height.

THE COURT OF THE SUN AND STARS:

The Court of the Sun and Stars will be the most magnificent feature of the Exposition and will be seven hundred by nine hundred feet in its dimensions. In its center the court will contain a sunken garden, and in its northern axis, between the Agricultural and Transportation Buildings, will be a great pool of water embellished with statuary and fountains and bordered by tropical growth. Messrs. McKim, Mead and White of New York are the designers.

EXPOSITION AUDITORIUM:

The Exposition Auditorium will be of stone and will grace the Civic Center of San Francisco. It will be a lasting monument of the Panama-Pacific International Exposition, the Exposition management having set aside \$1,000,000 for its erection and the City and County of San Francisco having paid \$701,437.08 for the site of the old Mechanics Pavilion. This structure will be four stories and the main auditorium will accommodate 12,000. Messrs. John Galen Howard, Frederick H. Meyer and John Reid, Jr., are the architects.

CALIFORNIA BUILDING:

The California Building will be in the Old Mission style and was designed by George W. Kelham. It will cover approximately 365x525 feet, will be two stories in height and its construction and furnishings will represent an outlay of \$500,000. The building will be provided with a grand ball room 54x126 feet. One hundred and thirty thousand feet of display space is provided for California county exhibits. This has all been reserved.

HOTEL ACCOMMODATIONS:

San Francisco is second only to New York in the number and quality of her hotel accommodations. At present there are over 2,000 hotels and apartment houses in San Francisco. This number is supplemented by the many up-to-date hostelries of the trans-bay cities of Oakland, Berkeley and Alameda. Very reasonable rates are in force and the hotel association has assured the Exposition Officials that these rates will prevail during the Exposition period. Rooms occupied by one person may be obtained in San Francisco by the day from \$1.00 up. Rooms with baths, \$1.50 up. San Francisco is noted for the number and variety of her restaurants, where substantial meals can be obtained from 25c to \$1.00. It is generally conceded that, quality for quality, the San Francisco restaurant prices are from 20 per cent to 40 per cent below those of New York City. The visitor to the Panama-Pacific Universal Exposition can be assured of the

THE FIRST OF THE SEVEN PARTS OF THE HISTORY OF THE UNITED STATES OF AMERICA, AS TOLD BY THE PEOPLE THEMSELVES, IN THEIR OWN WORDS, AND IN THEIR OWN MANNER.

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CHAPTER I

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CHAPTER II

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Condensed Facts

Concerning the
Panama-Pacific
Universal
Exposition
San Francisco
1915

ISSUED SEPTEMBER : 1913

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[*Issued by Division of Exploitation*
Panama-Pacific International Exposition]

FACTS ABOUT THE 1915 UNIVERSAL EXPOSITION

HISTORICAL:

The Panama-Pacific International Exposition, which is the nation's celebration of the completion of the Panama Canal, will be a \$50,000,000 proposition. In this respect, as well as in the matter of exhibits and artistic conception, it will be vastly greater than any world's exposition that has ever been held in any part of the world.

The Exposition gates will be opened February 20th, and will close December the 4th, 1915, giving an Exposition period of 288 days.

The foundation for the great exposition was laid in the raising of an original fund of \$17,500,000, which amount was pledged to it by the people of San Francisco and California before Congress was asked to give it official governmental recognition.

Of this \$17,500,000, a sum of more than \$4,000,000 was raised within two hours by popular subscription at a great mass meeting held in the Merchants' Exchange Building during April, 1910. This popular subscription was later increased by other pledges to the amount of \$7,500,000.

In addition to the popular subscription fund, the State of California has taxed itself in the sum of \$5,000,000 to aid the exposition and the city of San Francisco has authorized \$5,000,000 worth of bonds for the same purpose.

Approximately \$3,000,000 more is made possibly available through an action by the legislature permitting the counties of the State to levy a tax not to exceed 6 cents on each \$100 assessed valuation to defray the cost of county displays at the Exposition.

Of the 58 counties in the State of California, 44 have already levied a tax for participation.

On January 31st, 1911, the National House of Representatives took final action upon the matter of extending federal recognition and brought to an end a friendly fight between San Francisco and New Orleans, which had been contending for months for the honor of holding the exposition.

San Francisco won its case before the House of Representatives by a vote of 188 to 159.

On February 8, 1911, the Senate Committee of Congress reported unanimously in favor of San Francisco and the bill was passed a few days later.

It was signed by President Taft on February 15th, 1911.

Ground was broken for the Exposition on October 14th, 1911, President Taft turning the first spadeful of earth which marked the actual era of exposition construction.

On February 2nd, 1912, President Taft, assured that the necessary funds were available and that a proper site had been selected for the holding of the Exposition, issued a proclamation inviting the nations of the world to participate.

OFFICIALS OF EXPOSITION:

President.....Charles C. Moore

Vice Presidents

Wm. H. Crocker, R. B. Hale, M. H. de Young, I. W. Hellman, Jr., Leon Sloss and James Rolph, Jr.

Secretary.....R. J. Taussig

Treasurer.....A. W. Foster

Director-in-Chief.....Dr. Federick J. V. Skiff

Comptroller.....Rodney S. Durkee

Traffic Manager.....A. M. Mortensen

Executive Secretary.....Joseph M. Cumming

Directors of Divisions.

Works.....Harris D. H. Connick

Exhibits.....Asher Carter Baker

Concessions.....Frank Burt

Exploitation.....George Hough Perry

FOREIGN PARTICIPATIONS:

BOLIVIA—Dedicated a site June 12th, 1913. Horace G. Knowles, Envoy Extraordinary and Minister Plenipotentiary of the United States to Bolivia.

CHINA—Dedicated a site October 24th, 1912. Doctor Chin-tao Chen, Commissioner.

DOMINICAN REPUBLIC—Dedicated a site May 26th, 1913. Doctor Francisco J. Peynado, Envoy Extraordinary and Minister Plenipotentiary of the Dominican Republic to the United States.

FRANCE—Dedicated a site September 5th, 1913. Albert Tirman, Roger Sandoz, Gaston de Pellerin de Latouche, Alfred Savy, Raphael Monnet, Commissioners.

GUATEMALA—Dedicated a site July 14th, 1913. Minister Joaquin Mendez, Commissioner.

HONDURAS—Dedicated a site July 14th, 1913. Minister Joaquin Mendez, Commissioner.

HOLLAND—Dedicated a site December 11th, 1912. Jonkheer Loudon, Envoy Extraordinary and Minister Plenipotentiary for the Netherlands.

JAPAN—Dedicated a site September 18th, 1912. Haruki Yamawaki, Goichi Takeda, Yoshikatsu Katayama, Commissioners.

PERU—Dedicated a site July 11th, 1913. Frederico Alphonso Pezet, Envoy Extraordinary and Minister Plenipotentiary of Peru to the United States.

PORTUGAL—Dedicated a site November 26th, 1912. Honorable J. Batalha de Freitas, Portuguese Minister to China and Japan, Commissioner.

SWEDEN—Dedicated a site November 12th, 1912. Mr. John Hammar, Commissioner.

ARGENTINE REPUBLIC—Dedicated a site June 23rd, 1913. Romulo S. Naon, Envoy Extraordinary and Minister Plenipotentiary of the Argentine Republic to the United States, Commissioner.

DENMARK—Dedicated a site March 15th, 1913. Minister C. Brun, Commissioner.

BRAZIL—Dedicated a site July 1st, 1913. Doctor Lauro Muller, Commissioner.

STATE PARTICIPATION:

Up to September 20th the following states had accepted the invitation to participate, dedicated their sites and made appropriations:

State—	Date of Dedication.	Amount Appropriated.
1. Arizona	July 5, 1912.....	
2. Colorado		
3. Hawaii	May 8, 1912.....	\$100,000
4. Idaho	March 22, 1912.....	100,000
5. Illinois	June 24, 1912.....	300,000
6. Indiana	Oct. 22, 1912.....	90,000
7. Iowa		
8. Kansas		40,000
9. Kentucky	June 20, 1912.....	
10. Louisiana		
11. Maryland		
12. Massachusetts	Feb. 4, 1913.....	250,000
13. Minnesota	Dec. 11, 1912.....	
14. Missouri	April 5, 1912.....	100,000
15. Montana	March 22, 1912.....	
16. Nebraska	May 8, 1912.....	
17. Nevada	March 14, 1912.....	100,000
18. New Jersey	June 17, 1912.....	200,000
19. New Mexico.....		
20. New York	Nov. 29, 1912.....	700,000
21. North Dakota	Sept. 16, 1913.....	35,000
22. Ohio	Oct. 10, 1912.....	
23. Oklahoma	Sept. 16, 1913.....	
24. Oregon	March 14, 1912.....	175,000
25. Pennsylvania	July 5, 1912.....	300,000
26. The Philippines ...	March 30, 1912.....	250,000
27. South Carolina.....		
28. South Dakota	March 30, 1912.....	
29. Texas		
30. Utah	March 22, 1912.....	50,000
31. Washington	March 22, 1912.....	175,000
32. West Virginia	Nov. 29, 1912.....	75,000
33. Wyoming		
34. Porto Rico	May 22, 1913.....	
35. Wisconsin		75,000

CLASSIFICATION OF EXHIBITS:

The Division of Exhibits under the charge of the Director of Exhibits is composed of eleven Departments, each of which is in charge of a Chief of Department. These Departments are as follows:

(a) Fine Arts, (b) Education, (c) Social Economy, (d) Liberal Arts, (e) Manufactures and Varied Industries, (f) Machinery, (g) Transportation, (h) Agriculture, (i) Live Stock, (k) Horticulture, (l) Mines and Metallurgy.

Each of these Departments is now organized and is pursuing an active campaign in getting together an interesting diversity of exhibits, which will be of highly educational value. Such progress has been made that there are already on file a great variety of applications for exhibit space.

PURPOSES OF 1915 EXPOSITION:

It is the purpose of this Exposition to bring together the achievements and activities of the world during the past decade for inspection and study by world experts, and for the instruction and information of all classes.

The classification is comprehensive and representative—a contemporary record for the congress of the human race—and has been reviewed by international authorities.

INFORMATION FOR EXHIBITORS:

Qualified exhibitors will be those corporations, firms or individuals who have produced the article, object, or material exhibited, but those who have importantly aided or co-operated in such production may be given proportionate consideration.

To encourage the exhibiting of machinery in motion, an especially low rate for motor current is made for exhibitors.

This is a contemporaneous Exposition. Commercial articles manufactured prior to 1905 will not be reviewed for award. Historical material will be given no award value.

The country where an exhibit is produced and not the citizenship of the exhibitor, will determine the nationality of the exhibit.

No charge will be made for space allotted for exhibitors.

No charge will be made for space allotted for buildings of foreign governments, of the State, Territorial or District Governments of the United States.

The main exhibition palaces will be opened to visitors at nine (9) o'clock a. m. each day and will be closed at the hour of sunset, except the Art Palace, which, at stated times, may be open after sunset.

EXHIBITS OF MACHINERY:

In Machinery Hall will be collected an exhibit of machinery and electrical apparatus designed to be of special educational value to the public, as well as technical men. The close relationship of electrical and mechanical apparatus has caused these products to be placed in one building rather than to have a separate building.

Improvements in the last few years on the many types of machinery will insure some new and interesting exhibits not before placed in any Exposition; among them the engine which is operated by crude oil without the need of a boiler.

Adjacent to Machinery Hall will be a special building known as the Gas and Fuels Building, in which will be exhibited a boiler plant, gas producers, processes of welding and other features requiring heat or fire, and which will make exhibits of unusual interest.

In Machinery Hall there will be installed 4 overhead traveling cranes, 2 of 30 tons capacity in the central bay of the building and one of 20 tons capacity, in each of the two adjacent bays. These cranes span a distance of nearly 70 feet and run on tracks throughout the length of the building.

As a means of extending the range of educational value of machinery exhibits, many machines will be in operation. Mechanical and electrical equipments will be connected up so as to show their uses, and the interior construction of many machines will be shown by being taken apart or sections cut therein. Also an interesting feature will be the illustration of many processes of manufacture by showing material in different stages, between raw material and the finished product.

TRANSPORTATION EXHIBITS:

At other international expositions that celebrated a historical event the historical side of Transportation was featured both in the development of motive power, as well as in the development of permanent way. As this Exposition is entirely contemporaneous, and historical matter has no award value, such exhibits will be absent; but on account of the great development of the motor boat industry and aerial navigation these two groups will be thoroughly represented, both in the building and in outdoor exhibits. The Aviation Field will offer opportunity of showing the rapid development in the art and science of the invasion of the air, for exhibition purposes and for the general instruction of the public.

The public will become acquainted with the motor manufacture and the operation of the various aeronautic devices that are being produced in this country and abroad.

In this building will be shown the exhibits of all the great steamship companies; the water transportation of all countries; their navigation and commerce; characteristic boats of all nations; sail and steam yachts, to be generally shown by models.

The electric companies are showing the latest application of electricity to the agency of transportation. A locomotive exhibit will illustrate the latest types; car exhibits will show the modern development of street car equipment; and there will be a complete showing of railway supplies, including all the new inventions and appliances used for the protection of life and property in this connection.

DELIVERY AND INSTALLATION:

The delivery and installation of exhibits have been made a special study by the Exposition Management.

Exhibits of every character from every part of the world may be landed directly at the special docks on the Exposition grounds. The same facilities will be offered in the case of railway shipments, which will enable cars to be lightered direct from the various tidewater terminals of the railroads to the Exposition. Furthermore, there will be railroad tracks about the grounds and into the buildings, and ample openings will be provided in the buildings to admit large exhibits.

Exhibits may be consigned directly to the space to be occupied through a Terminal Company which is incorporated within the Exposition Company for receiving and transferring exhibits. This will relieve the exhibitor of any necessity of handling his exhibit further than to consign it to the President of the Exposition. Exhibits will be handled at published tariff rates, and there will be no annoyance from many small charges incident to transferring material from the trunk lines to the exhibit building which it is to occupy. These matters are under charge of the Traffic Department.

TRAFFIC DEPARTMENT:

The Traffic Department is preparing data for a book entitled, "Traffic Rules and Regulations." This book, when completed, will show available routes and the basis of rates to San Francisco on exhibits from all parts of the world. It will give full instructions concerning customs regulations of the United States Government on exhibits, and will also enumerate the various transportation lines, both rail and water, throughout the country who have announced special rates on exhibits. It will also contain full instructions regarding the delivery of exhibits to allotted space; the storage of packing cases, etc. Full instructions will also be given pertaining to the return of exhibits at the close of the Exposition to their point of origin.

MILITARY PARTICIPATION:

This Department is under the active management of Major Sydney A. Cloman, United States Army, who has been detailed for this purpose by the War Department.

The setting of the Exposition grounds, fronting on beautiful San Francisco Bay and directly adjoining Fort Mason on one side and the Presidio on the other is ideally located for both military and naval displays and the serious study of all matters pertaining to any branch of those services. Directly east of the grounds are the newly completed Transport Docks, from which sails the Government fleet that keeps us in touch with our Island possessions in the Pacific.

Across the Golden Gate on the Marin Hills frown the highest seacoast batteries in the United States. On the west is the Presidio, the ancient Spanish stronghold, which is now probably the most important army post in the United States, containing a large garrison of cavalry, artillery, infantry, and the technical and staff corps. Here military work is practically continuous, varying from teaching the awkward "rooky" how to walk, to night practice with the great concealed sea-coast batteries at a five-mile range. Visitors may also get permission to visit many other forts around the Bay that taken together make this one of the most strongly fortified harbors in the world.

In the Exposition proper it is the intention of the Administration to make the military features unique and much more important than ever seen before in an Exposition.

An International Military Tournament will be held and it is assured that organizations will compete from

many foreign armies, the organized militia of our various states, military schools and cadet corps. Competitions will also be arranged between the uniform ranks of the various fraternal societies.

NAVAL PARTICIPATION:

Secretary of the Navy, Josephus Daniels, has expressed his approval of sending the Atlantic Fleet through the Panama Canal and thence to the Exposition in 1915.

Commander David Foote Sellers, U. S. N., has been detailed by the Navy Department to act as Naval Aide to the President of the Panama-Pacific International Exposition.

The Naval participation at this Exposition promises to surpass all previous events of its kind, as there is every assurance that the nations of the world will send their battleships to the Exposition shortly after the Exposition opens its gates.

DEPARTMENT OF LIBERAL ARTS:

Liberal Arts rank high in the Classification of exhibits because they embrace the Applied Sciences which indicate the result of man's education and culture, illustrate his tastes, and demonstrate his inventive genius, scientific attainment and artistic expression.

The Department of Liberal Arts will occupy one entire building styled the Palace of Liberal Arts, centrally located and forming one of the leading elements in the main Exposition picture. This splendid building is directly opposite the main entrance to the Exposition Grounds.

This Palace is approximately 585 feet long, 470 feet wide and 65 feet high, covering nearly six acres in area.

LIVE STOCK:

In keeping with the general plan of the Exposition the Department of Live Stock will be presented in a better phase than has heretofore characterized such exhibitions. Competitions for the \$175,000 in prize money appropriated by the Exposition, and for the supplemental premiums offered by the breeders' associations will take place in the months of October and November. In addition to this there will be a continuous Live Stock display from February 20th to December 4th. In housing, arrangements of the classification and arrangements of the exhibits, the Department of Live Stock at San Francisco will demonstrate the advancement that has been made since former World's Expositions.

Special events include Universal Polo, an International Cavalry Contest, two harness horse Racing Meets, and the carrying on of a series of demonstrations which will teach everything that is new in this important industry.

EDUCATION:

The educational exhibits will show development since 1905 and by specializing on promising movements and

reforms will seek to forecast the education of tomorrow. There will be a comparative exhibit of the educational systems of all nations participating and a comprehensive demonstration of educational work in the United States in all its phases from kindergarten to university.

A special effort will be made to show the relation that education has borne to the general industrial advance of the past ten years.

CONVENTIONS AND CONGRESSES:

The Exposition has organized a "Bureau of Conventions and Societies" to have charge of all arrangements for Conventions and Congresses to meet in San Francisco in 1915. This work will be under the following general heads:

1. National and international gatherings held under the auspices of particular societies;
2. Learned societies;
3. Conventions;
4. Information as to hotels, transportation routes and rates, as well as places of interest throughout the Pacific Coast.

The Bureau will furnish full and accurate information regarding hotel rates and facilities, halls, transportation routes and rates, and such other information as may be desired by organizations planning to meet in San Francisco in 1915.

DESCRIPTION OF SITE:

The site chosen for the Exposition proper comprises a tract of approximately 635 acres, including a portion of the Harbor View district and government property within the Presidio and Fort Mason. It has a frontage of nearly three miles on the Bay of San Francisco just within the Golden Gate and is in a natural basin surrounded by hills.

The Grounds of the 1915 Exposition adjoin a great military reservation with its forts and parade grounds, and close by is the magnificent Golden Gate Park along whose front the ocean breaks.

Ten acres will be devoted to the government exhibit, 40 acres to State Buildings and 37 to foreign buildings.

Sixty-five acres have been set aside for the Amusement concessions and an equal space for the Live Stock Exhibits.

PALACE OF MACHINERY:

The Palace of Machinery will be the largest building erected on the Exposition site. It will be 968 by 368 feet. One mile and a half of cornices will be used in ornamenting the building. It will contain 1500 tons of steel (bolts and washers), and in construction four carloads of nails will be used. Eight million feet of lumber will also be necessary for this structure. The arched trusses of this building will be 75 feet wide and they will be placed three in a row. These trusses weigh in the neighborhood of four tons each. Messrs. Ward and Blohme are the architects.

THE COURT OF THE ABUNDANCE:

The architecture of the Court of the Abundance, designed by Louis C. Mulgardt, will be striking, partaking of the Oriental phase of the Spanish-Moorish architecture. The court will be dedicated to music, dancing and acting; it is designed for pageantry, surpassing the luxurious Durbar, and will constitute the proper setting for Oriental and modern drama upon a colossal scale. Here will assemble many of the fascinating pageants that will come from the concession center to draw visitors to the amusement features or Midway of the Exposition.

PALACE OF FINE ARTS:

The Palace of Fine Arts, designed by B. R. Maybeck, will be one of the most notable exposition buildings ever constructed. Its length from north to south will be six hundred feet. In this classical structure will be assembled the notable paintings of the world. The Fine Arts Palace will face upon a great lagoon from whose surface its quiet and beautiful architecture will be reflected. It will be a fireproof structure.

FESTIVAL HALL:

Festival Hall, designed by Robert Farquhar of Los Angeles, will be adapted to many of the great conventions and congresses to be held. The hall will contain seats for about three thousand people, a huge pipe organ and facilities for orchestral performances, as well as some ten halls of varying sizes for great meetings and assemblages.

COURT OF THE FOUR SEASONS:

One of the most beautiful of the great inner courts at San Francisco in 1915 will be the Court of the Four Seasons, or great west court, which will divide the main group of exposition palaces. Hadrian's Villa, one of the historic Roman Palaces, is undoubtedly the inspiration for this court, which is designed by Mr. Henry Bacon of New York.

PALACE OF HORTICULTURE:

The Palace of Horticulture will be constructed almost entirely of glass and covering over five acres. It will be surmounted by a dome 150 feet in height; it will be 672 feet long and its greatest width will be 320 feet, an imposing nave 80 feet in height will run the length of the building, and paralleling the central nave there will be (one on either side) two side aisles, each fifty feet in height. It is designed by Messrs. Bakewell and Brown of San Francisco.

TOWER OF JEWELS:

From an architectural viewpoint the dominating feature of the Panama-Pacific International Exposition will be the great Tower of Jewels rising at the southern entrance of the Court of the Sun and Stars. This tower, designed by Messrs. Carrere and Hastings of New York, will be 426 feet in height.

THE COURT OF THE SUN AND STARS:

The Court of the Sun and Stars will be the most magnificent feature of the Exposition and will be seven hundred by nine hundred feet in its dimensions. In its center the court will contain a sunken garden, and in its northern axis, between the Agricultural and Transportation Buildings, will be a great pool of water embellished with statuary and fountains and bordered by tropical growth. Messrs. McKim, Mead and White of New York are the designers.

MOTOR TRANSPORTATION PALACE:

The Motor Transportation Palace will be erected by the National Association of Automobile Manufacturers who will expend \$90,000 on its interior decoration. The building will cost nearly five hundred thousand dollars. G. Albert Lansburgh of San Francisco designed the structure.

EXPOSITION AUDITORIUM:

The Exposition Auditorium will be of stone and will grace the Civic Center of San Francisco. It will be a lasting monument of the Panama-Pacific International Exposition, the Exposition management having set aside \$1,000,000 for its erection and the City and County of San Francisco having paid \$701,437.08 for the site of the old Mechanics Pavilion. This structure will be four stories and the main auditorium will accommodate 12,000. Messrs. John Galen Howard, Frederick H. Meyer and John Reid, Jr., are the architects.

CALIFORNIA BUILDING:

The California Building will be in the Old Mission style and was designed by George W. Kelham. It will cover approximately 365x525 feet, will be two stories in height and its construction and furnishings will represent an outlay of \$500,000. The building will be provided with a grand ball room 54x126 feet. One hundred thousand feet of display space is provided for California County exhibits. This space is being sold by the Exposition at \$2.50 per foot and thus far 130,000 square feet have been reserved.

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