THE JEWEL CITY

SAN FRANCISCO

1915

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Souvenir Views of the PANAMA-PACIFIC INTERNATIONAL EXPOSITION

SAN FRANCISCO CALIFORNIA

Opened by
PRESIDENT WILSON
FEBRUARY 20TH
CLOSES
DECEMBER 4TH
1915

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SOUTH GARDEN LOOKING EAST—TOWER OF JEWELS ON LEFT, FESTIVAL HALL ON RIGHT

Passing through the main entrance on Scott street the visitor enters the great South Garden, 3,000 feet in length. The garden is a marvel of landscape engineering skill, and its wealth of palms and other semi-tropical plants and profusion of flowers is a source of constant wonderment and pleasure. It is one of the very popular promenades of the Exposition.

PALACE OF EDUCATION REFLECTED IN FINE ARTS LAGOON

The Palace of Education and Social Economy is directly opposite the more beautiful Fine Arts Palace. It contains exhibits of the comparative educational system of all nations participating and a comprehensive demonstration of the educational work in the United States from kindergarten to university. The Social Economy Department has brought together a comprehensive collection of exhibits illustrative of the conditions and necessities of man considered as a member of organized society and government, together with displays showing the agencies or means employed for his well being.

ENTRANCE TO GREAT SOUTH GARDENS, SHOWING FOUNTAIN OF ENERGY ON LEFT, FESTIVAL HALL ON RIGHT

The Fountain of Energy on the left is a striking example of the notable creations of statuary in the Exposition by A. Sterling Calder. It admirably portrays the San Franciscan spirit of strength, progress and energy combined. The Festival Hall on the right was designed by Robert Farquhar, Los Angeles, and is in the French theatre style of architecture.

AVENUE OF PROGRESS—PALACE OF MACHINERY ON THE RIGHT, PALACES VARIED INDUSTRIES AND MINES AND METALLURGY ON LEFT

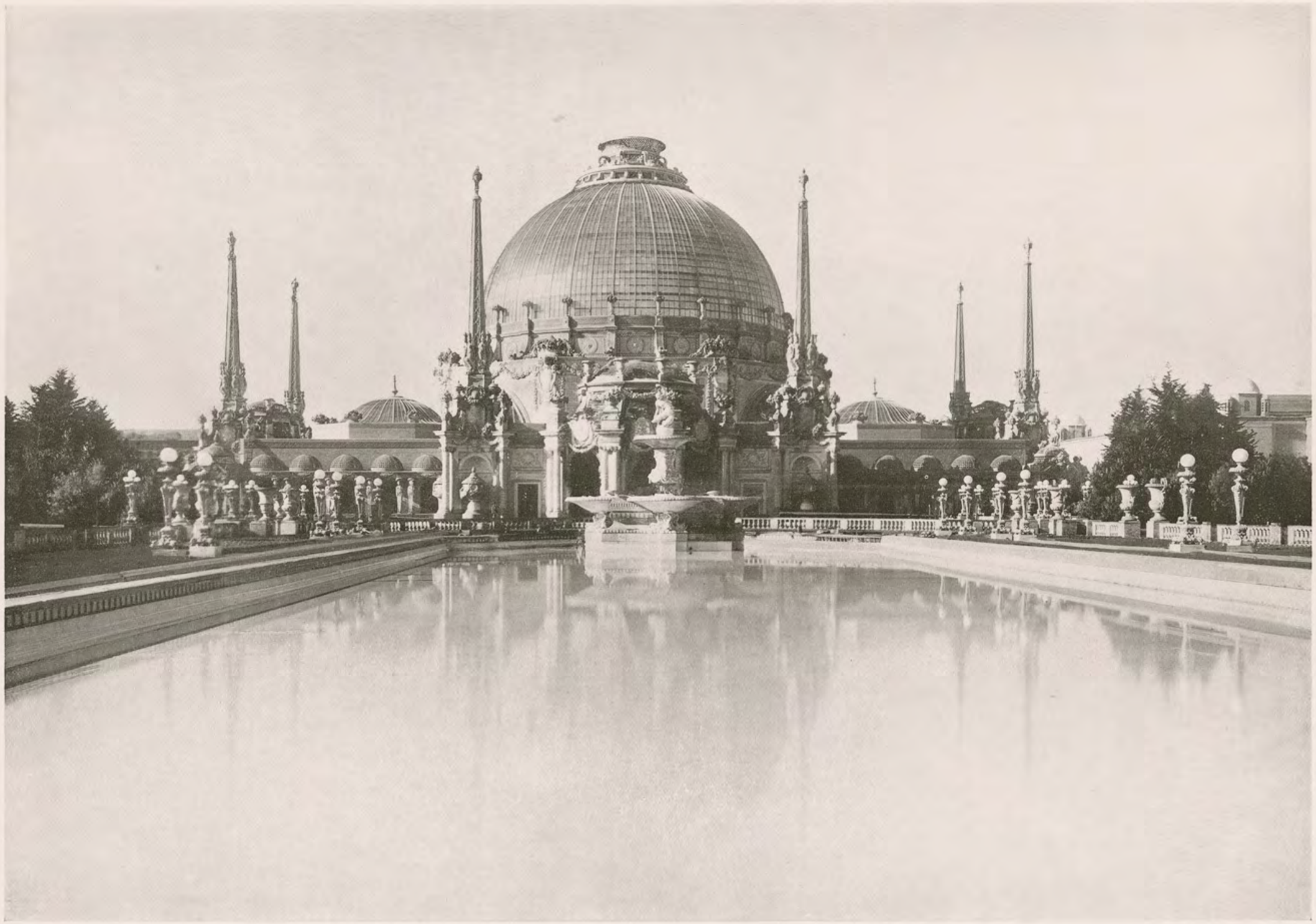
The Palace of Machinery is the largest individual building in the Exposition, and indeed is the largest wooden frame building in the world, 967 feet in length by 367 feet in width and 121 feet in height. Over 8,000,000 feet of lumber and 1,500 tons of steel bolts and washers were used in its construction. It contains approximately nine acres of floor space. In the Palace of Varied Industries the various nations of the world show with honest pride and satisfaction their artistic products, while in the Palace of Mines and Metallurgy the mineral resources of the world are exhibited, their exploration and exploitation, their conversion into metal, their manufacture into structural forms and into raw material for the various industries.

DOME OF THE HORTICULTURAL PALACE

The Palace of Horticulture is situated at the western end of the Great South Garden and the huge glass dome towers to a height of 160 feet. It is larger than the dome of St. Peter's at Rome. At night this is illuminated from within by means of searchlight projectors, which throw figures that are ever-changing in form and color, and makes a most fascinating picture.

FOUNTAIN OF CERES, ENTRANCE COURT OF FOUR SEASONS

Ceres—The Goddess of Agriculture. Her daughter, Persephone, was carried off by Pluto, King of the lower world, but was afterwards restored to her mother six months in the year, typifying the springing of the grain from the earth and thence its disappearance.



THE PALACE OF HORTICULTURE

This beautiful structure is from the plans of Bakewell & Brown, San Francisco, and is constructed almost entirely of glass. Dimensions 672 by 320 feet. Dome 160 feet high and 152 feet in diameter. Cost, $341,000. All phases of practical horticulture are embraced in this exhibit, including fruit canning, seed packing, orange packing, olive oil presses in operation and tools used in the culture of fruits, trees and flowers.

REFLECTIONS IN THE COURT OF THE FOUR SEASONS

In this picture a good idea is given of the many exquisite effects obtained by reflections of the beautiful buildings in the many lagoons that abound throughout the grounds. The transformation in a few years of a marshy waste into so many spots of beauty does credit to all who were responsible for the work.

THE MAIN TOWER OR TOWER OF JEWELS, FACING THE GREAT SOUTH GARDEN

The tower rises to a height of 433 feet and is the dominating architectural feature of the Exposition. Its pyramid shape shows traces of Aztec influence, and the statuary with which it is embellished is reminiscent of the period of discovery in the American Southwest. Above the great columns on either side of the archway are four figures by John Flanagan, the Soldier, the Priest, the Philosopher and the Adventurer, moving types of the Renaissance. The first terrace is ornamented by repetitions of an Armored Horseman by F. M. L. Tonetti, typifying the Spanish explorer of the sixteenth century. Within the Archway are canvases by William De Leftwich, commorating the completion of the Canal.

THE ROTUNDA, PALACE OF FINE ARTS

The Palace of Fine Arts was designed by R. B. Maybeck, and has perhaps called forth more eulogiums than any other individual building in the Exposition. The building is the Arc of a Circle in form and its outer circumference measures 1,100 feet. The Rotunda, surmounted by a dome 162 feet high and 116 feet in diameter, stands within a small lake, which mirrors its classic outlines. The painting and sculpture of every nation of artistic prominence is exhibited within its walls.

A VIEW IN SOUTH GARDEN

The Great South Garden, 3,000 feet in length, is a marvel of landscape engineering skill, and reflects the transformation that has taken place on the grounds under the direction of John McLaren, who was chiefly responsible for this important work. The frostless climate of San Francisco has permitted plants and shrubbery and semi-tropical trees to attain the highest perfection even through the winter months.

PALACE OF TRANSPORTATION AND PALACE OF AGRICULTURE FROM THE WATERFRONT

This view, taken from San Francisco Bay, shows one of the animated water carnival scenes that took place before the opening day, but will be frequently repeated before the close of the Exposition. The view from the Esplanade is one that cannot be surpassed and is hard to equal.

THE PALACE OF MANUFACTURES FROM THE AVENUE OF PALMS

This Palace is in the Italian Renaissance style of architecture and was designed by Bliss and Faville, San Francisco. It faces the Avenue of Palms and is 475 by 552 feet, covering an area of about 300,000 square feet, and was erected at a cost of $341,000. Here the nations of the world are showing their finished products of manufacture and manual skill, the objects of utility, luxury and taste in which each country excels.

THE COURT OF THE FOUR SEASONS

This Court was designed by Henry Bacon, New York. Hadrian's Villa, one of the historic Roman Palaces, is said to be the inspiration for the design, and it is surely one of the most beautiful amongst many architectural masterpieces that will live long after the Exposition has passed into history. The Court is surrounded by a beautiful colonnade, in each of the four corners of which are niches containing groups of statuary, "Spring," "Summer," "Autumn" and "Winter," by Furio Piccirilli.

THE TOWER OF JEWELS AND CENTRAL EXHIBIT PALACES ILLUMINATED

Perhaps the most attractive and beautiful general features of the Exposition are its electrical illuminations, and this picture gives but a faint idea of the wonderful flood of light that reveals by night the general grandeur as well as the minutest details of this great creation, and the exquisite color scheme so greatly admired by all is even more effective than when seen by daylight. At a point on the bay shore is erected an apparatus that weaves in the night sky auroras of ever-changing color, creating a wonderful and never to be forgotten spectacle. As these softened shafts of light strike the Main Tower they cause tens of thousands of specially prepared glass "jewels," hung tremulously upon the tower, to flash and scintillate like great diamonds, emeralds and rubies.

VIEW IN THE GREAT SOUTH GARDENS

AEROPLANE VIEW MAIN GROUP OF EXHIBIT PALACES, PANAMA-PACIFIC INTERNATIONAL

EXPOSITION, FROM SILAS CHRISTOFFERSON'S AEROPLANE, AT AN ALTITUDE OF 1,500 FEET

VIEW IN THE COURT OF THE UNIVERSE

HALF DOME COURT OF FOUR SEASONS BY NIGHT

This picture gives a further idea of the beautiful lighting effects, particularly when the objects are reflected in one of the small lakes or lagoons. The reflectations here portrayed are but one of scores of unsurpassed fairy pictures that may be seen any night by strolling around the small lake that faces the Palace of Fine Arts. Concealed batteries project powerful yet softened rays of light, revealing in wonderful clearness the facades and walls of the palaces and the natural colors of the shrubbery and flowers.

THE PALACE OF HORTICULTURE AND PART OF SOUTH GARDENS

Here the majestic proportions and beautiful contour of the great dome of the Palace of Horticulture stands out clearly. To the right are seen two of the Italian Towers, of which there are four. The dome is 160 feet high and the Italian Towers, designed by George W. Kelham, San Francisco, are 200 feet high.

THE FESTIVAL HALL

Designed by Robert Farquhar, Los Angeles. The main hall has seating capacity for 3,000 persons, and here is placed a huge pipe organ, the seventh in size in the world. It is built in the French theatre style of architecture, with one large dome and various minor domes and minarets, profusely decorated with statuary.

PALACE OF LIBERAL ARTS

This splendid palace is directly opposite the main entrance to the Exposition grounds from the city side, is approximately 585 feet long, 470 feet wide, and 65 feet high, and covers nearly six acres. It was erected at a cost of $344,000.

A VIEW IN THE COURT OF THE UNIVERSE, SHOWING THE FOUNTAIN OF THE SETTING SUN

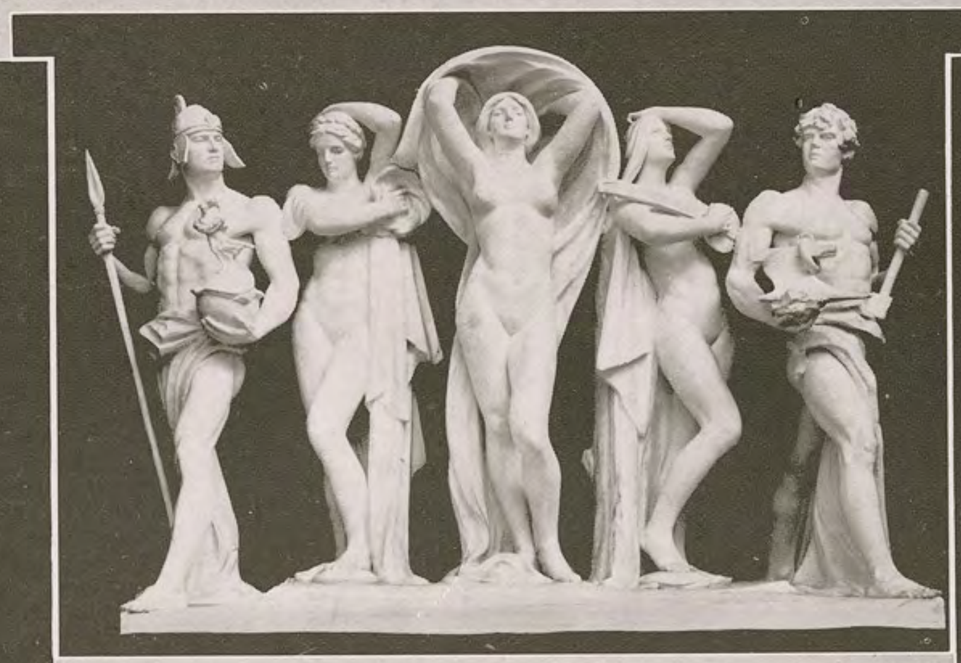
In the Court of the Universe are the "Fountains of the Rising and Setting Sun." The beautiful figure here reproduced surmounts the latter on a great globe symbolizing a sunset, as the one opposite symbolizes a sunburst. At night the columns and globes give forth an incandescent glow, while below in the basins reclining figures of the planets surmount globes of light behind which the water falls in screens.

THE ARCH OF THE RISING SUN

On the extreme left and right of the Court of the Universe are two great Triumphal Arches, the one representing "The Nations of the East," and surmounted by a magnificent statuary group, the figures symbolizing life in the Orient, while the other Arch has a group of the same proportions, symbolical of life in the Occident. These groups of statuary are by A. Stirling Calder, while on the right of the Arch may be seen one of Du Mond's Murals.

THE COURT OF THE UNIVERSE WITH THE TOWER OF JEWELS IN CENTER

The Court of the Universe was designed by McKim, Mead and White of New York. This is the great Central Court of Honor of the Exposition, and in design and decoration is made to represent the meeting place of the hemispheres. It is 700 feet long and 900 feet wide and contains a sunken garden in the center. This view shows the great pool of water at the northern end, with colonnades of the Palaces of Agriculture and Transportation at either side.



SPECIMENS OF STATUARY

Spring
The Pizarro

Summer

Modern Civilization

Autumn

Winter
The End of the Trail

STATE BUILDINGS

OREGON
CALIFORNIA

WASHINGTON
NEW YORK

STATE BUILDINGS

PENNSYLVANIA
MASSACHUSETTS

OHIO
ILLINOIS

A GROUP OF FOREIGN PAVILIONS

AUSTRALIA
CHINA

CANADA
JAPAN

THE OPENING DAY—LISTENING TO SECRETARY OF THE INTERIOR FRANKLIN K. LANE READING PRESIDENT WILSON'S MESSAGE

At precisely noon on February 20, 1915, the Panama-Pacific International Exposition was officially opened by Secretary of the Interior Lane, as personal representative of the President. At three o'clock the same afternoon, eastern time, President Wilson, with the other members of his cabinet, gathered around him in the great east room of the White House, Washington, held down the key of a gold telegraph instrument for a few brief seconds. The connection formed by the closing of the key sent a flash across the continent direct to the grounds of the Exposition in San Francisco, and set in motion the machinery of the greatest Exposition the world has ever seen. The attendance of about 250,000 on the opening day broke all records.

OPENING DAY, FEBRUARY 20th, ON THE ZONE

The main amusement street, called "The Zone," is 3,000 feet in length and runs from Fillmore street in the west to the foot of Van Ness avenue in the east. It is one of the most wonderful aggregations of amusement features for the education and entertainment of the public that was ever brought together, and represents an outlay of over $10,000,000.

THE TOWER OF JEWELS ON OPENING DAY

The Tower of Jewels is the dominating architectural feature of the Exposition. It is 433 feet high and covers more than an acre of ground. Through the base is a vaulted entrance 60 feet wide and 110 feet high. The tower is adorned with more than 90,000 specially prepared "Novagems" or "glass jewels," and, particularly at night, when the searchlights and other concealed lights are flashed on the tower, the effect is truly marvelous. The design is by Carrere and Hastings, New York.

MULLGARDT TOWER, COURT OF ABUNDANCE

This beautiful tower in the Court of Abundance was designed by Louis C. Mullgardt, San Francisco, and is one of the oustanding features among other remarkable architectural masterpieces. In design it shows the Oriental phase of the Spanish-Moorish type. The court is dedicated to music, dancing, acting and pageantry.

THE MAIN EXHIBIT PALACES, TOWER OF JEWELS IN THE CENTER, AND SHOWING ALCATRAZ ISLAND, SAN FRANCISCO BAY

The Exposition is situated in a natural amphitheatre on the shores of the wonderful island-dotted Bay of San Francisco, just inside the Golden Gate. Mt. Tamalpais is shown to the left and Alcatraz Island in the center of the picture. The main exhibit palaces, eleven in number, contain examples of the resources and achievements along all lines of human endeavor, and are divided into departments as follows: Fine Arts, Education and Social Economy, Liberal Arts, Manufactures, Varied Industries, Machinery, Transportation, Agriculture, Food Products, Horticulture, Mines and Metallurgy.