

Panama-Pacific International Exposition

Marvelously Fulfills Every Pledge and Promise Made by San Francisco

GLORIOUS INAUGURATION OF WORLD'S GREATEST INTERNATIONAL CELEBRATION ASSURES CONTINUED SUCCESS

WITH an attendance for the first week greater than the combined attendance for the same period of the world's expositions at Chicago and St. Louis, the Panama-Pacific International exposition at San Francisco has started on a career that the most conservative judgments predict will break all records for exposition success.

The exposition opened on February 20, 100 per cent complete structurally, and opened to an attendance of one quarter of a million people. From every state of the United States and from the nations of the world came critical visitors to pass on the merits of the celebration that had been so widely heralded. They found nothing to criticize. Every claim made by San Francisco and the exposition was fulfilled. It is safe to say that not a single visitor went away disappointed. The result has been that the advertisement by word of mouth, and by letters home and to friends—the most powerful form of advertisement—has been given the exposition. In consequence the transportation companies report a constantly increasing booking for travel to San Francisco both by land and water.

Exceptionally low rates have been given by the transportation companies from all points within the United States to San Francisco, offering many people an opportunity that could not otherwise be taken, of combining a pleasure journey to the exposition with a sightseeing tour through California and the West.

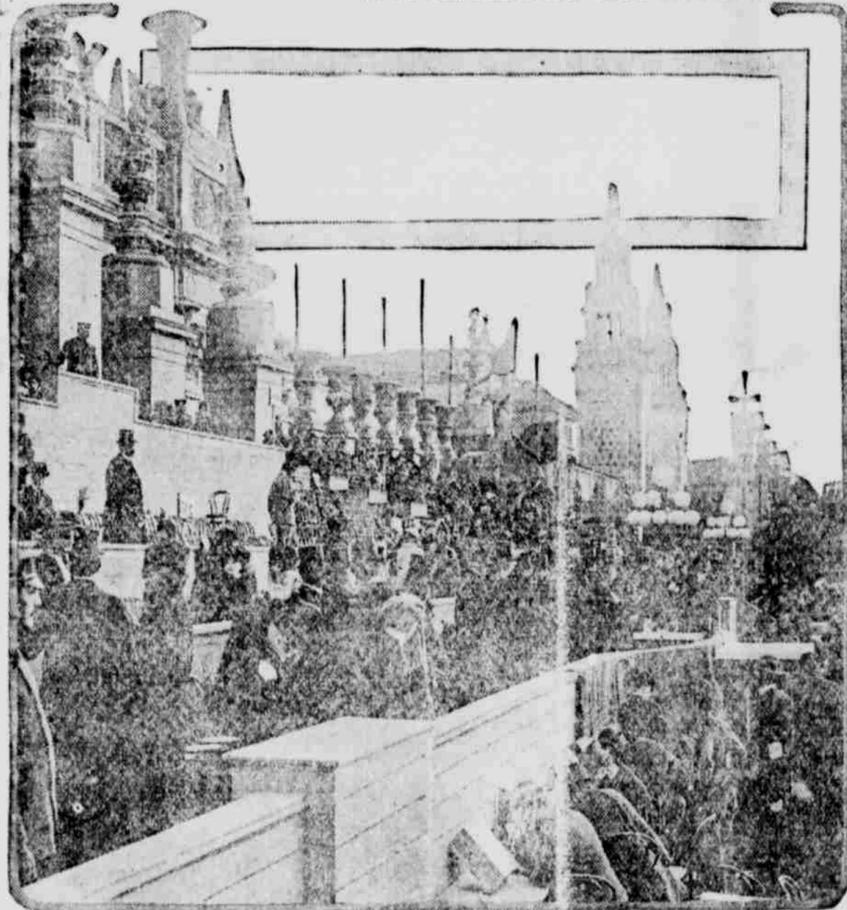
A feature of the exposition that has called for universal comment is the "action" that marks exhibits, every exhibit capable of operation by steam or electricity being shown in motion.

A flood of inquiries concerning rates and hotel accommodations has been received by the information bureau of the exposition since the news of its successful opening was flashed around the world, all such inquiries being given prompt attention. San Francisco and California are fulfilling their host duties and living up to the reputation the West has always had for hospitable treatment for the stranger.

HANDSOME SIXTY-PAGE BOOK ON THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SENT FREE OF CHARGE TO ANY ADDRESS.

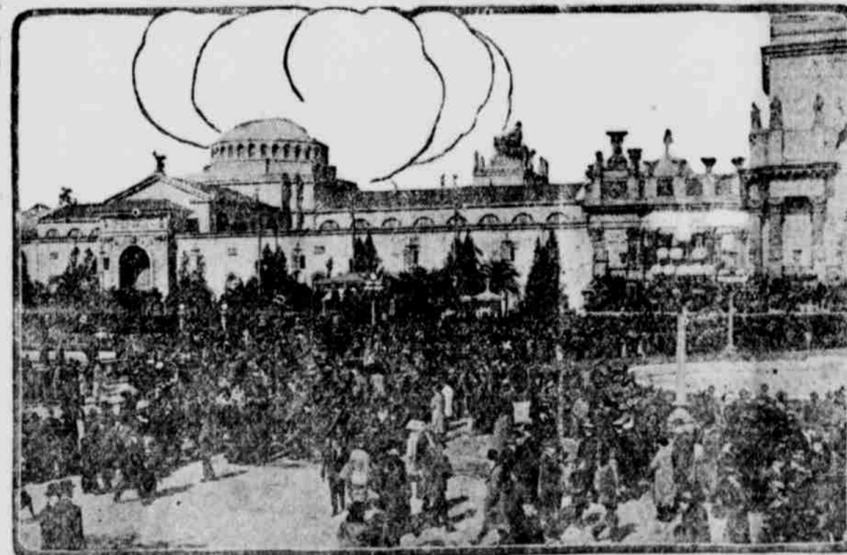
Those who are interested in this great exposition may obtain free of charge a handsomely illustrated book of sixty pages, reproducing the exhibit palaces in their natural colors and giving essential data about the exposition, San Francisco, California and the Panama canal. To obtain this book send a letter to the Manager, Bureau of Publication, Panama-Pacific International Exposition Grounds, San Francisco, Calif.

DURING A LULL IN THE OPENING DAY CEREMONIES AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION



The Panama-Pacific International exposition was opened by a wireless spark, dispatched by President Woodrow Wilson at Washington, and caught on the tendrils of a wireless aerial on the lofty Tower of Jewels at the exposition. Instantly the power was released in the mighty Palace of Machinery, and the portals of the exhibit palaces opened. The scene is on the grand stand after the ceremonies had ended, Secretary of the Interior Franklin K. Lane, Gov. Hiram Johnson of California, Mayor James Rolph, Jr., of San Francisco, President C. C. Moore of the exposition and a notable group of visiting dignitaries being seen in animated discussion of the epochal event. In the press box the correspondents are seen flashing to the world the news that the exposition had opened.

WHEN A QUARTER OF A MILLION OF PEOPLE INAUGURATED THE VAST PANAMA-PACIFIC INTERNATIONAL EXPOSITION AT SAN FRANCISCO



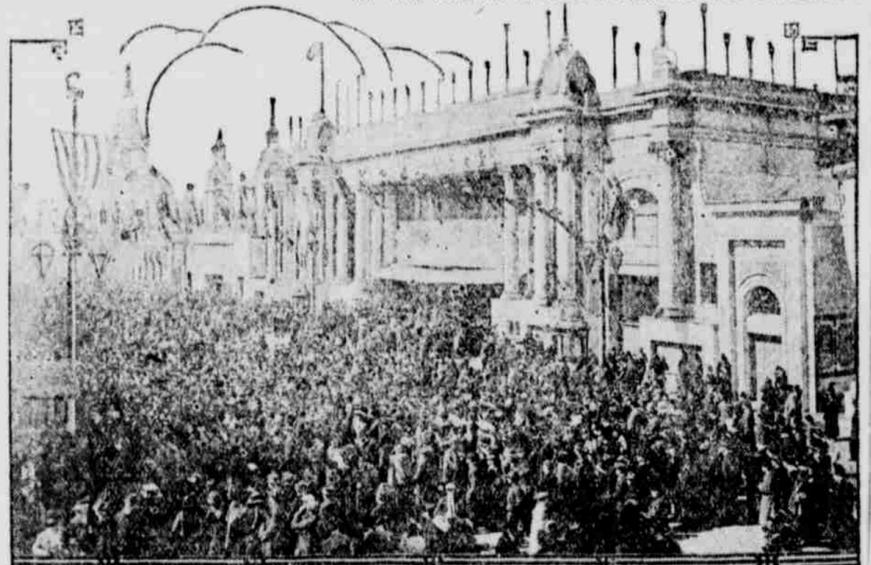
Transportation reports show that every state in the United States and most of the nations of the world were represented in the great throng of 250,000 people who inaugurated the Panama-Pacific International exposition at San Francisco on February 20. This picture, showing the mighty South gardens, gives a glimpse of a small fraction of the opening day throng. In the first five days of its progress the exposition had an attendance larger than the combined totals of the Chicago and St. Louis expositions and the ratio continues in a degree to justify predictions of the most spectacular success for the exposition.

THE FOUNTAIN AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION THAT SYMBOLIZES THE BUILDING OF THE PANAMA CANAL



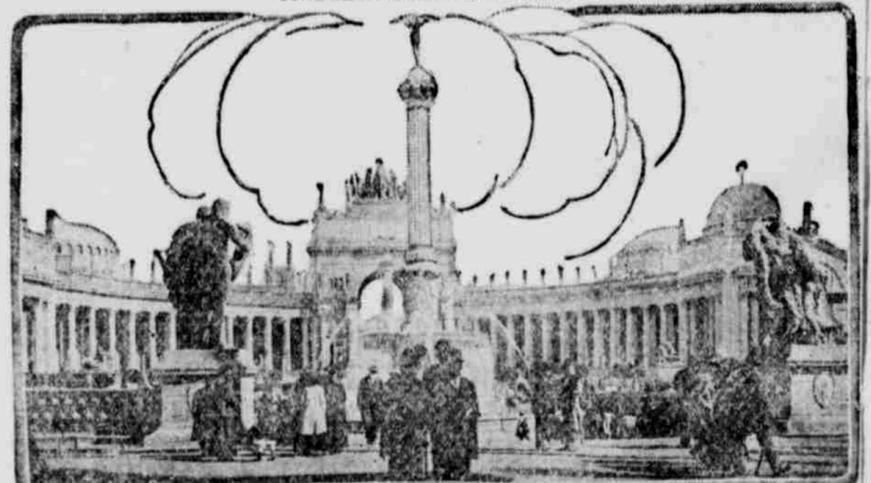
The labor that went into the building of the Panama canal is symbolized in the Fountain of Energy, by A. Stirling Calder. This heroic sculpture stands in the center lagoon of the three lagoons of the South Gardens and faces the main entrance gates. The waters were first released on opening day, February 20, coincidentally with the opening of the portals of the exhibit palaces and by the same means: the electric spark transmitted across the continent when President Woodrow Wilson opened the great exposition at San Francisco by wireless.

THE "ZONE," THE PLAYGROUND OF THE PEOPLE OF THE WORLD AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION



Through the center of the Zone, the amusement section at the Panama-Pacific International exposition at San Francisco, runs a broad avenue three thousand feet in length. It is not unusual for this entire avenue to be jammed with entertainment seekers who are busy patronizing the one hundred concessions on the Zone. An exact reproduction of the Panama canal is one of the popular and instructive features, there being a constant line both day and night of people eager to see the workings of the miniature canal. The premier showmen of America have assembled here their finest offerings of amusement, education and instruction.

THE MIGHTY COURT OF THE UNIVERSE, THE HUB OF THE ARCHITECTURAL SCHEME AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION



All visitors to the Panama-Pacific International exposition at San Francisco at some time during their stay at the exposition make their pilgrimage through the Court of the Universe. This is the largest court on the grounds and is the central radiating unit of the architectural and ground plans. Noble sculptured groups embellish it, the two Homeric groups—the Nations of the East and the Nations of the West—surmounting the giant arches at the east and west portals. By night the beauty of the court is enhanced by the flood lighting effects.