

THE EXPERTS OF THE EXPOSITION TELL THE STORY OF ITS CREATION

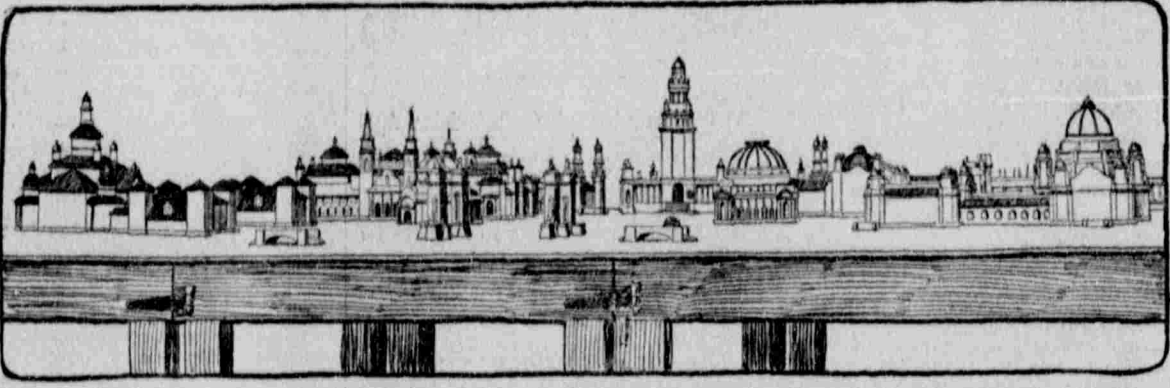
PAN-AMERICAN COLOR SCHEME

Director of Color Turner
Writes of Its De-
velopment.

Will Represent the Growth of the Color
Sense of the Race and Mark a
New Era in Treatment
of Architecture.

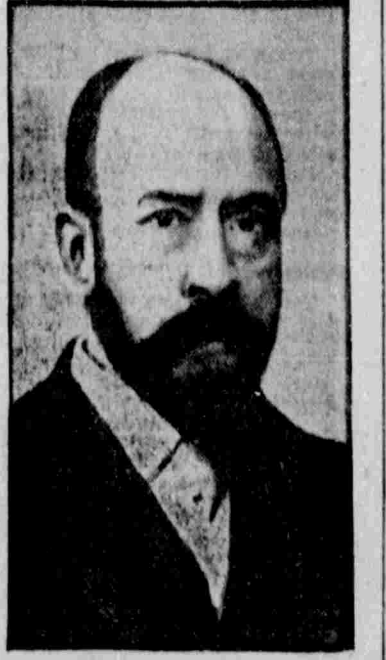
By C. Y. Turner, Director of Color.

THE color scheme of the Pan-American Exposition follows the plan of sculptural embellishment conceived and being executed by Mr. Karl Bitter, the Director of Sculpture of the Exposition, and supplements his work. As the sculpture will symbolize the progress of the race so the color



VIEW FROM SIDE OF EXPOSITION MODELS IN C. Y. TURNER'S STUDIO.

scheme will represent in epitome the growth of the color sense of the race. The colors at the main entrance to the grounds and about the Triumphal Bridge will be exceedingly warm, suggesting a welcome to visitors, and this part of the Exposition has very appropriately been dedicated to our neighbors in the Western Hemisphere. All the savage races have manifested a great fondness for strong, crude colors, and these will be found on the buildings nearest the main entrance. The advancement of man in intelligence and civilization has been marked by a desire for more refined color combinations, and the gradual change is reflected, the culminating point of subtlety and grace of color being in the Electric Tower, which, representing the highest advance in material civilization and occupying the leading position architecturally and sculpturally of the whole Exposition, naturally enough has come in for the finest color notes.



CHARLES Y. TURNER, N. A.
[Director of Color, Pan-American Exposition.]

Intense to less pronounced coloring is thus possible. As the majority of people will come in from the southern entrance they will get an impression of bright, rich, fresh color. They will not, however, have time to grow weary with the brilliancy. Before their eyes are flooded they will have got into the region of more softly tinted surfaces. It must not be supposed, however, that the primitive color schemes are in themselves harsh or bad or crude. Various devices have been adopted for securing harmony.

For one thing, the greater part of the exterior wall spaces are all in warm white. Color is employed only at structural points in the architecture, as about entrances. Furthermore, no primitive color is brought into direct contrast with other primitive colors; a mass of ivory white always intervenes. This gives great brilliancy and prevents chromatic discords. The quality of white used on the buildings varies from a warm creamy white near the bridge to a cool ivory tone at the Electric Tower.

As an essential means of promoting harmony green, in at least a few notes, is employed in the adornment of every building of the Exposition. The beautiful translucent green of Niagara has been fully chosen as the dominant color of the whole scheme. Appearing in its fullness in the recesses of the Electric Tower and in the restaurant group behind, it is everywhere repeated. Not a

building but bears its echo mark of Niagara. The color schemes of a few of the buildings may be noted:
Horticulture—Orange, with details in brilliant blue, green, rose and yellow.
Governmental—Yellow, with details in primitive colors.
Music Hall—Red.
Machinery—Greenish gray.
Restaurant Group—Ivory, accented with green and gold.
Electric Tower—Ivory, yellow, gold and green.

The roofs of the Exposition are for the most part covered with red tiles, though prominent towers and pinnacles will be in many cases decorated with green or blue green or with gold.

All the buildings will have a play of colors about their entrances, balconies, pinnacles and towers. My idea is to have the sharpest and freshest green known carried throughout the entire scheme, and that will be my reference to power. Green is one of the more recent and refined colors. It has not long been used in art. Pick up any picture painted long ago, and you will look in vain for a suggestion of green in it. The grass will be represented as brown. They said it was impossible to secure the grass green effect, but it is done nowadays.

The color scheme has for the most part been worked out at my studio in New York. The first step was to get from the architects small sketches of all the buildings. Models were made from these on a scale of one-sixteenth inch to the foot which when properly

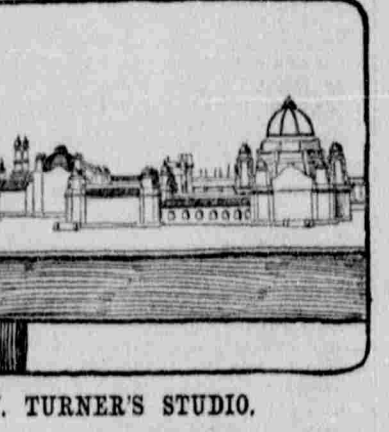
WITH THREE VOICES.

Pan-American Exposition
Speaks to the People.

Education the True Function of the Great
Western World Affair at Buffalo.
Lessons In Architecture, Ex-
hibits and Amusements.

By Selim H. Peabody, Superintendent
of Liberal Arts.

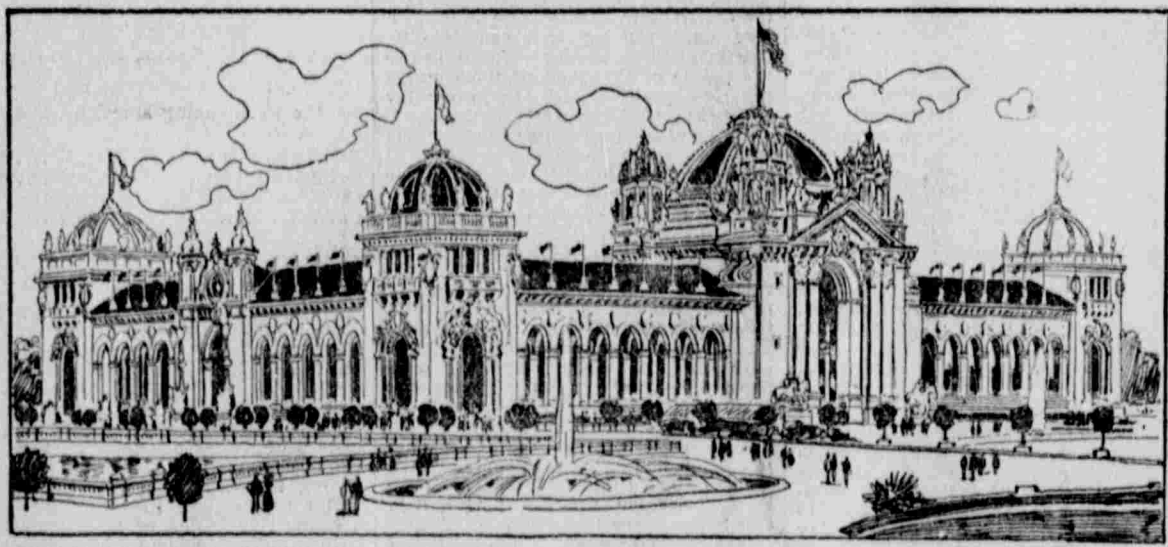
THE true function of an exposition is education. The purpose and the end of all its ministrations should be the development and the ripening of each soul which comes within the scope of its influence. Young or old, man or woman, gentle or simple, each visitor should gain and should be conscious of gaining an enlarged appreciation, subjectively of himself as a living and sentient being and objectively of the world as his sphere of living and knowing, a realm fuller of sweet-



DR. SELIM H. PEABODY.
[Superintendent of Liberal Arts, Pan-American Exposition.]

ness and light. His respirations should be quicker, his inspirations deeper and his aspirations loftier and nobler. To this end the Exposition speaks to its visitors with three voices—through its architecture, its exhibits, its amusements. The Pan-American Exposition will address its expected throngs in all these voices.

In its architecture must be included the whole external equipment—its buildings in their artistic and symmetrical arrangement and grouping, the beauty of their style, the exuberance of their decorations, breathing afresh the genius of the Spaniard and the Moor in graceful forms and gorgeous colorings; the landscape effects, blending the har-



LIBERAL ARTS BUILDING, PAN-AMERICAN EXPOSITION.

monies of forest and lake, of fountain and tower, of cascade and castle and culminating spire—all that is lovely in nature with all that is refined and ennobling in art. Here, as at Chicago, the architect holds high carnival. If at the Columbian exposition we found the chaste purity of the lines of the Philadelphia and the Praxiteles, the fairies who join hands in the Pan-American clothe themselves with the chaste hues of Titian and of Murillo, unequalled since the days of Venice and of the Alhambra. Their dream of beauty will hang in the eastern sky, paralleling the visions of delight that linger on the western horizon.

Who can doubt the educative effect

tion. Plans have been made for a magnificent building of Colonial architecture. Iowa has appointed a commission of eight. The Agricultural and Horticultural Boards are arranging for participation in the exhibits. West Virginia will have a handsome building. In advance of the action of the Legislature a guarantee fund has

of these architectural lessons within the hearts of the American people?

It is, however, not enough to have evoked, like a mirage floating over the plains, these phantasmagorical delights which fill our lives with joy and our memories with dreams. The president of the French republic in the decree which laid the foundation of the exposition of 1900 declared the purpose of that great enterprise to be "a presentation of the works of art and of industrial and agricultural products"—an assemblage of exhibits. That is without doubt the central, the formative, idea of the Pan-American Exposition. Without exhibits there can be no exposition. Each new and well arranged exposition is a new edition of a world's encyclopedia constructed by a scientific and exhaustive arrangement of material things. It is also a landmark, a milestone in the history of the world's progress and the development of mankind. No one may expect, no one should desire, to read through from first to last the marvels presented in a universal exposition. As well expect to memorize the Library of Congress or of the British Museum. But, were the exposition or the library truly universal, every man should find therein the latest utterance which the world can give upon any subject within the scope of human inquiry. Unless this be the fact the exposition is in some degree deficient in the fulfilling of its whole duty. Its duty may be expressed, less exhaustively, perhaps, but with more practical truth, thus: It is a place not in which anybody will learn all it can offer, but in which anybody may enlarge the scope of his information. How far the Pan-American Exposition can realize this criterion of completeness and of excellence will depend upon the area of space at its disposal and the skill of its officers in the management of that space. It looks now as if it will become not an encyclopedia of all knowledge, but an edition de luxe of the most excellent selections.

In this phase of the Exposition will be found its most educative value. Whether it will also be the most educative will depend upon the individual who is the recipient.

The Exposition has a third phase, rendering another element of education through its power of amusement. Amid the whirl of sounds and scenes in the exhibit departments mind and body acquire intense fatigue which craves rest. The toll of simple observation becomes wearisome. Music becomes a restful solace. The marauder's word lends new life to tired limbs. There was some froth in the Chicago Midway. But regarding the Midway after the lapse of seven years one is convinced that out of it came more of enduring and practical information and education than there was of mere ephemeral foam. Years of travel leading to some of the remotest quarters of the earth would have been required to give even the casual observer so much insight into the manners, customs and conduct of peoples differing from us in race, color, religion and habits of life and thought as might have been gathered in a single journey up and down the purlieus of the Midway. An excellent condition of the Midway was its concentration. While it was of the exposition, it was wholly by itself. Some things shown illustrated the processes of important business methods, like the making of glass or of lace, the culture of ostriches, the work of the diver in the depths of the sea. Some showed medieval structures, like the Castle of Blarney, the Streets of Old Vienna and of Constantinople. Some were wholly given to hilarity, like the Streets of Cairo, filled with innocent fun. These very scenes may not be repeated at the Pan-American, but others equally instructive, equally interesting, equally amusing, will be shown.

Above all, around all will be displayed the effects of scientific manifestations, particularly of electricity, with such exuberance of force and such variety of effect as the world has not heretofore seen. The picture may not be overdrawn. The most marvelous anticipation will be realized.

PAN-AMERICAN MINING EXHIBIT.

Mines and mining will be represented at the Pan-American in a manner intended to illustrate the importance and great progress of this industry. Modern improvements in metallurgy and the science of mining have advanced so

THE LIVE STOCK SHOW.

Big Exhibit For the Pan-
American at Buffalo.

Horse Show Planned—Model Dairy
on the Grounds—Accommodations
For 25,000 Animals—Wide-
spread Interest.

By F. A. Converse, Superintendent
of Live Stock and Dairy Divisions.

THE exhibit of live stock at the Pan-American Exposition at Buffalo next summer will include all varieties and breeds of domestic animals. Arrangements have been made to accommodate 25,000 animals on the grounds. Liberal prizes in all classes will be offered.

A fashionable horse show will be a prominent feature of the display and



MAKING WATER COLOR DRAWINGS AS GUIDES FOR PAINTING THE EXPOSITION BUILDINGS.

will include harness horses, saddlers, jumpers, etc. This exhibition will be fashioned on the lines of the Madison Square Garden show and will be held at the Stadium.

A model exhibition dairy composed of all breeds of milch cows will be in operation during the six months of the Exposition.

A great display of the varied agricultural products from the various States, Provinces and Countries of the Western Hemisphere will be made in the Agricultural building, covering two acres.

Awards for all meritorious exhibits will be made direct to individual exhibitors.

The closing of the Nineteenth Century has witnessed marvelous strides in the improvement of methods in the dairy world. Formerly the whole dairy business was conducted largely by "rule

great co-operative and commercial organizations for the manufacture and sale of dairy products are an indisputable testimony to the achievements of modern science. In this great industry the Government has appropriated vast sums of money to help the dairyman in his work, and this is indicative of its importance as a factor of the great food problem of the world.

The territorial lines of the dairy belt have long since been annihilated. A few States and Provinces in the East no longer enjoy the exclusive distinction of being in the dairy sections. In the dairy building at the Exposition space has already been asked for by Maine and California, Manitoba and Texas. The supposed disadvantages of soil, water, climate and food in portions of North America have largely been eliminated by the skillful dairyman, and today splendid representatives of dairy animals are found wherever the wholesome and nutritive value of milk products are known, and the increasing consumption of milk and its products bespeaks much for the future of the dairy business.

Few people have any adequate conception of the present magnitude of the dairy industry. In the United States and Canada there is one dairy cow to every four persons, or 20,000,000 cows. The annual milk production is estimated at \$500,000,000. Add to this the value of dairy cows, \$650,000,000, and we have

Among the number of enterprising exhibitors are the following firms, which will make especially interesting exhibits: Swift & Company, Libby, McNeill & Libby, Washburn-Crosby Flour Mills Company, the Akron Cereal Company, Ch. Hansen's Laboratory, the Wesson Process Company, the Malvern Cereals Company, the American Cereal Company, the H. J. Heinz Company, Erie Preserving Company, Chas. R. Knorr, Horlick's Food Company, National Food Company, Armour & Company, the J. K. Arnold Company, the Geneva Mineral Water Company, the Oscar Company, E. McIlhenny's Son, the N. K. Fairbanks Company, the American Cotton Oil Company, Ray Baking Powder Company, Walter Baker & Company, Pillsbury-Washburn Flour Mills Company. Processes and methods of manufacture and packing will be shown, and in addition samples and samples will be given away, and the quality of the goods demonstrated, so that this division will present an altogether festive appearance day and night, and with handsome attendants and elegant booths, will be a popular free rival of the Midway in entertaining the expected twenty odd millions of visitors who consume food and some kind of accessories three times a day, whether they indulge in the allurements of art, music and science or not. The exhibits consist of chocolates, coffee, teas, spices, flavoring extracts and baking powders; suppers, confectionery and other sweet preserves, jams, jellies, marmalades, nuts, mushrooms, dried fruits and vegetables, foods prepared from cereals, beverages for household and other uses, preserved and prepared meats and fish, gelatine preparations, grocers' sundries and household antiseptics.

As an annex to the Food Exhibit "Equatorial Pan-America" will be a realized dream of the tropics which must

\$1,200,000,000. To this add the investments in dairy appliances, and we reach a grand total of \$2,000,000,000 invested in this great industry in the United States and Canada. The great countries to the south of us, Central and South America, are eager for American dairy products, and with more people from these countries visiting the Exposition in 1901 than have visited the United States and Canada in the past half century the great commercial opportunity to exhibitors of dairy products and supplies needs no further comment.

A large, beautiful building located near the Agricultural building will be devoted exclusively to Dairy Products and Dairy Appliances.

All the milk products will be exhibited in glass cases, properly refrigerated for the purpose of maintaining as far as possible the texture and quality of the products on exhibition. Exhibitors whose products form a portion of their State or Provincial displays will not be charged for exhibit space, but individual exhibitors will be charged \$1.50 per square foot for space occupied.

The exhibit of Dairy Appliances will embody all the recent inventions and improvements made in this industry, including sterilizers, pasteurizers, separators, coolers, churns, etc.

Electric power will be furnished in the building should exhibitors desire to demonstrate the work of their machines for the benefit of the visitors.

The exhibit in the Dairy Division will be a selective one, and in point of attractiveness, interest and utility will surpass anything ever before attempted.

A Model Dairy, composed of representatives of all the breeds, will be in operation during the entire Exposition for the purpose of determining as far as possible the cost of production and the adaptability of certain breeds to special lines of dairy work.

THE FLORAL DISPLAY.

Two hundred thousand hardy perennials have been planted for the purpose of beautifying the grounds of the Pan-American Exposition in 1901 than have visited the United States and Canada in the past half century the great commercial opportunity to exhibitors of dairy products and supplies needs no further comment.

FOODS AT THE FAIR

Exhibit at the Pan-American an Important One

Realized Dream of the Tropics in Annex "Equatorial Pan-America" Display of Foods at the Exposition a High Selective One

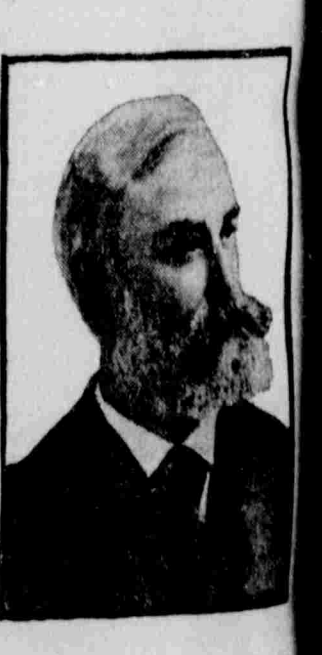
By G. Edward Fuller, Assistant Superintendent in Charge of Foods and Their Accessories.

BORN of a great idea, achieving matchless greatness under the best management ever great position has ever had the most benefit of in the Western world, and with a land of plenty, this Exposition of the tropics, in this glittering first days of the century makes a fair bid to pass into the forward sweep of the Western Hemisphere; one of the things called by Manifest Destiny and not found wanting.

In the Division of Foods and Their Accessories installation is about to begin in a compact manner and with an elegance suited to the selective character of the exhibit. The division is the overland mail for space. Lucky those who consider themselves who are among the accepted ones who are waiting until the last moment and then found a full house and not satisfied with the limitations which have been imposed upon them. Before opening time—on a number of the food shows heretofore, the small limits of this division in the highly finished quality and intelligent arrangement of the exhibiting display. Harmony will prevail in the details of construction, while value will be given to every feature which offers a chance for artistic improvement by a system of general decoration quite up to the twentieth century mark of grace and refinement.

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G. EDWARD FULLER
[In charge of Foods and their Accessories, Pan-American Exposition.]

be seen to be appreciated and will consist of live trees, plants, vines and shrubs selected from plantations and botanical gardens of tropical America.

Without going into further detail, the public can be assured that the Food Division of the Pan-American Exposition will command respect of visitors for the high nature of its exhibits and that it will win their admiration for novel and entertaining features in connection with the educational. However, there is any one thing more than other that the dear public may be permitted a tired man to mention to Fred Crank—the fellow who knows as he knows, innocent truth and he knows as his own. The greatest show could be made at Buffalo this summer to have all the Pan-American assembled at one time for a part to be taken. This would be Manifest Destiny at the Fair, though it might be the weep.

an exhibit, and the State Board of Agriculture has passed a resolution unanimously asking for an appropriation of \$25,000. Wisconsin has appropriated \$25,000 and is erecting a building. Rhode Island has appropriated \$10,000 with the assurance of more if it is necessary to carry out the State plan.

EXPOSITION FEATURES.

Oregon, Mississippi, Louisiana and other States will be suitably represented owing to the great enterprise of citizens, who are volunteering private subscriptions with the intention of appealing to the Legislature for reimbursement.

and the Baltimore Manufacturers' Association are co-operating with this body to raise money for representation. The New England States are combining for a New England building, and private subscriptions are being taken in Maine, Vermont and New Hampshire in anticipation of legislative action.

tion. Plans have been made for a magnificent building of Colonial architecture. Iowa has appointed a commission of eight. The Agricultural and Horticultural Boards are arranging for participation in the exhibits. West Virginia will have a handsome building. In advance of the action of the Legislature a guarantee fund has

been subscribed to by her citizens to provide for a building and exhibit. Georgia appropriates a sum necessary to pay the expenses of an exhibit. Missouri has guaranteed an appropriation of \$25,000 to \$50,000, and within the last fortnight the Missouri commission has resolved to ask for \$100,000. California has completed arrangements for an extensive exhibit through

the State Board of Trade and the Los Angeles Chamber of Commerce. The Board has indorsed a memorial from the Water and Forest Association to the State Legislature asking that the state make an appropriation of \$500,000, equal to that given by the Federal Government, to have California properly represented at the Exposition. Ohio's appropriation is \$30,000. The

State is putting up a handsome building which is now nearing completion. Alabama provides for appropriate \$25,000, and a bill providing for such an appropriation is now pending in the State Legislature. Michigan has appropriated \$40,000 for a building and exhibit. Connecticut has made a preliminary appropriation to cover the expenses of

an exhibit, and the State Board of Agriculture has passed a resolution unanimously asking for an appropriation of \$25,000. Wisconsin has appropriated \$25,000 and is erecting a building. Rhode Island has appropriated \$10,000 with the assurance of more if it is necessary to carry out the State plan.