

GREAT STRIDES FOR FAR

New Year Marks Great Accomplishments

Acceptances of Bids to Participate, Both From States and Foreign Nations, Assures Success

EXPOSITION READY MONTHS IN ADVANCE

Novel Features, Displays and Lighting Effects to Startle World—Ground Breaking Set Today

More than two years in advance of its formal opening the Panama-Pacific International exposition has been assured a degree of participation by foreign nations and by the states that in the opinion of notable authorities in universal expositions brings it to a point where it overshadows any commemorative and instructive exposition in history.

The new year marks a record of unparalleled accomplishment in all phases of the exposition.

Within only ten months after the issuance of President Taft's invitation an unprecedented record has been established by the fact that 27 foreign countries and 33 states and territories of the United States had signified their intention to participate.

These 27 foreign countries are Guatemala, Haiti, Salvador, Santo Domingo, Honduras, Mexico, Panama, Costa Rica, Peru, Bolivia, Japan, Ecuador, Uruguay, Canada, Liberia, France, Nicaragua, Cuba, Great Britain, China, Portugal, Chili, Holland, Germany, Spain, Brazil and Sweden.

SITES ARE SELECTED

Of these countries the following have selected their government pavilion sites: Japan, China, Sweden, Portugal, Canada and Holland. Many other countries will send their acceptances soon. This signifies foreign representatives on a scale of magnitude and comprehensiveness never before enjoyed at an exposition.

The following are the 33 states and territories of the United States which signified their intention to participate: Arizona, California, Colorado, Georgia, Illinois, Idaho, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maryland, Massachusetts, Minnesota, Missouri, Nebraska, Nevada, New Jersey, New Mexico, New York, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, South Carolina, South Dakota, Texas, Utah, Washington, Hawaii and Philippines.

Of these the following states have selected their sites: California, New York, Pennsylvania, Nebraska, Arizona, Illinois, Ohio, Utah, Washington, Oregon, New Jersey, Colorado, South Dakota, Nevada, Missouri, Idaho, Kentucky, Montana, West Virginia, Indiana, Hawaii, Philippines and Minnesota.

APPLICATIONS FOR EXHIBITS

New York has appropriated \$700,000 for its participation, while the other states designated have authorized or appointed state commissions with appropriations ranging from \$5,000 to \$50,000 to cover their preliminary arrangements. Many of these commissions have already visited San Francisco and selected sites for their state buildings.

The Philippine government has made an appropriation of \$250,000.

Applications for exhibits have come from all parts of the world. It is evident from the demand for space, which amounts to 1,977,000 square feet, and the certain requests from states that have already made appropriations and the foreign governments already accepted, that the requests for space will exceed by three times the physical area of exhibit palaces. This makes it possible to acquire an interest in exhibits and thereby make at the Panama-Pacific International exposition a thoroughly selective display of the world's best products. This marked enthusiasm and interest is unprecedented at this stage of the pre-exposition period.

BEST CONCESSIONS PICKED

The department of concessions has received an unprecedented number of applications from all parts of the world, and it is proceeding deliberately in order to pick the best concessions. Eight of the concessions will mean an expenditure of \$1,500,000. Another is a \$250,000 reproduction of the Grand Canyon on the Santa Fe railroad, and the contract calls for a concession costing \$250,000.

Another is a \$250,000 reproduction of the Panama canal—the model alone costing \$100,000. "A Forty Nine Mining Camp" depicting the early days of California, will cost \$100,000. The "Grand Trunk" of Versailles will be reproduced, portraying in art the principal incidents of the Napoleonic period. The "Grand Trunk" is the title of the work undertaken by the department of concessions.

The department of concessions is proceeding on the basis that it is better to have fewer concessions and to have the concessions instructive, clean and moral, as has not always been the case at other expositions.

MANY SPECIAL DAYS

Among the important activities of the exposition will be its special events, which are planned and will be conducted by a systematically organized department. The purpose of this department is to stimulate and maintain good attendance.

The presence of some of the latest and finest vessels of the leading navies of the world in front of the exposition grounds will lend heightened color to the scene.

Many crack military and naval bands will accompany the foreign troops and ships, all of which give promise of a plethora of good music at the exposition.

There will also be a great international regatta, or series of yacht and motor boat races, that alone would prove an attraction of the first magnitude. These races will cover a period of several weeks and comprise entries by all the leading yachting and motor boat enthusiasts of the world.

Sir Thomas Lipton during his recent visit to San Francisco declared his envy and tendered a valuable trophy for the main event, in which there have since been several other entries. Sir Thomas expressed the belief that such prominent enthusiasts as King George of England, Emperor William of Germany and King Alfonso of Spain would probably enter their yachts. He said this would be the world's greatest regatta.

YACHTING GREAT FEATURE

Judging by the rapid strides made during the last few years in the realm of aeronautics, this remarkable modern science will prove one of the exposition's most attractive features in 1915. By that time it is not at all unlikely that, aside from the aerial races and kindred exhibitions of skill and daring, many visitors will be brought to the exposition through this novel method of transportation.

Program Planned Today Events at Fair Grounds

- 11 p. m.—Parade assembles at Sutter street and Van Ness avenue.
1:30 p. m.—Procession starts for exposition grounds.
2 p. m.—Singing of songs at the exposition site by 600 school children.
2:45 p. m.—Boat and swimming races off the Harbor View baths.
3 p. m.—Ground breaking ceremonies begin.
3 p. m.—Aviators commence flying contests.

There will be automobile meets, with the world's most famous drivers at the wheel. Cars of the latest and most approved design will take part in a series of contests that will eclipse in interest and excitement the great Vanderbilt cup races of the east.

The world's best athletes will gather here in 1915 for the Olympic games and other contests of skill and endurance. The crack players of all lands also will compete for world's championships in baseball, football, tennis, cricket and other popular games.

In the livestock display will be some of the finest specimens of horse flesh. This will undoubtedly result in numerous speed records on the exhibition's oval track for runners, trotters and pacers, as well as feats of horsemanship, fancy driving, coaching, polo matches and everything pertaining to the highest types of equine sports.

READY NINE MONTHS IN ADVANCE

By June, 1914—nine months before the exposition opens—all of the main group of 11 great exhibit palaces will be completed. There will be few detached buildings, but great separate courts, each in different style, approved by famous architects; everywhere harmony of form and color. The foreign pavilions, state building, art palace, drill grounds, aviation field and livestock display are in the southeastern corner of the exposition grounds—nearest the heart of the city.

One hundred and thirty buildings have been removed from the site. More than 1,500,000 cubic yards of earth have been filled in upon the grounds.

The first official building on the exposition grounds will be completed early in January. It is the service building and will then be occupied by the division of works.

General plans for the 14 principal exhibit palaces are ready; designs for statuary and the general color scheme have been perfected; a roadway is now building through Fort Mason to the government docks; hundreds of thousands of trees and shrubs are being propagated for the esplanade and courts; this will assure a fertile setting for the trees, shrubs, flowers and rare plants, which, with two full seasons to grow in, will transform the exposition site into a paradise of nature.

GROUNDS BEING PREPARED

By June, 1914, the exhibits of the world can be rolled into the spacious halls of the exhibit palaces in the cars in which they are loaded in disassembled states and from the ships which have borne them from the ports of the world. No other exposition dreamed of opening its halls nine months before its gates.

The contract for filling the Harbor View lands has been virtually completed and the filling of the Presidio lands is well advanced. The construction of the fence has been completed, so far as it is desirable to build for the present.

The greenhouses and potting houses have been completed and in addition to many large trees there are 40,000 small plants in boxes. The contract for the yacht harbor, five acres in area, has been placed in the hands of the contractor. The roadway to the transport docks is almost completed. The sewer system for the amusement concessions district has been finished and the drainage system is about completed, and the sewer system for the foreign pavilion site has been completed.

DIAMONDS FOR LIGHTING

W. D. A. Ryan, illuminating engineer, who devised the method of illuminating the Panama canal and handled the illuminations for the Hudson-Fulton celebration at New York several years ago, has been experimenting for the last seven or eight months in the east on the subject of lighting the exposition. He is following a new idea in illumination which will be one of the most striking features of the exposition.

A method has been discovered of making imitation pearls and diamonds 12 inches in diameter and less at a small cost. These will be affixed to the domes, ceilings, etc., and by directing a powerful ray of light on them an effect will be attained such as has never before been seen at any exposition.

Statues also will be studied with these diamonds and pearls with most beautiful results. Instead of the ordinary electric light, the buildings and statues will be illuminated by "Brown tubes," which will give various colors by being filled with different gases. Electricity will be obtained from local electric companies at a cost of about \$500,000. Some idea may be had of the saving when it is considered that electric energy for the St. Louis world's fair cost about ten times that amount.

WORLD'S BEST ARCHITECTURE

The local management of the exposition is entrusted to a board of directors. All administrative branches and executive divisions and departments of the exposition are under the authority of the president of the corporation. The members of the executive committee of the corporation and the comptroller of the exposition constitute the cabinet of the president.

The executive staff of the president consists of the following officers: Director in chief, director of division of exhibits, director of division of exploitation, director of division of works, director of division of concessions and admissions.

The division of works has charge of the construction and maintenance of the buildings and grounds. The board of architects comprises some of the most notable architects in America, with whom are co-operating famous sculptors and colorists.

Twenty-three start on wagon "It's a moral certainty," declared Police Judge Deasy yesterday, in addressing 23 men in the steel docks charged with intoxication, "that you start the new year in a sober condition and let the cases await tomorrow morning, so that the prisoners will be in the city prison while the city is celebrating the new year."

OUR THANKS TO YOU

The NEW management of The Call desires to thank the good people of San Francisco and California for the loyal and liberal support given in the past and to assure advertiser and reader of its intention to labor in their behalf with greater zeal and energy throughout the year 1913.

The Call is growing—it will grow faster with each passing hour because every one likes a fearless, independent newspaper.

The Call will not pull down or destroy any legitimate thing. It will be our mission to help build up all that makes for the public welfare, and keep in mind the fact that no member of the community is so powerless that he can not help in the advancement of the common well-being; that no man is so great or so rich in achievement that he does not owe his share of effort for the general good. The Call's aim is and will be to bring together all kinds of citizens, all citizens, for united, harmonious, effective action.

Rev. Charles F. Aked has said, "San Francisco's Imperial Destiny Can Not Be Denied." Therefore promulgate The Call's spirit of organized optimism regardless of time or circumstance or place and take the short route to our "Imperial Destiny."

The Call is a big, clean, sane, forceful newspaper—a home newspaper. We want all the subscribers we can get and all the advertising that is profitable to him who pays the bill. Resultless publicity will not be carried because The Call readers believe in and patronize Call advertisers.

Advertising Gain for December

Table with 2 columns: Date, Advertising Gain.
In December, 1911, The Call carried in paid advertising 460,495 lines
December, 1912 469,007 lines
Gain 8,512 lines

WATCH THE CALL GROW

ROSARIANS AT FAIR SITE

Portland Visitors Plant 48 Rose Bushes

Boosters Tour City and Exposition Grounds and Are Dined by San Francisco Organizations

The Royal Rosarians of Portland, Ore., were the guests of the San Francisco Commercial club yesterday and were as royally entertained as was the Flying Legion, which went north from this city several months ago. The visitors, dressed in their natty uniforms of white, presented a pretty picture as they marched in a body from the Palace hotel to meet the committee and members of the local organization.

Lasting souvenirs of the visit of the Oregonians will be found on the Oregon site of the Panama-Pacific International exposition grounds. In the morning the northern boosters planted 48 rose bushes of the variety for which Oregon is famous. One rose bush was planted in honor of each state in the union. At 9:30 o'clock the visitors went to the headquarters of the exposition company, where they were received by President C. G. Moore and other officials. The Royal Rosarians were shown over the building and all the plans and maps of the exposition grounds were exhibited and explained to them.

VISITORS TOUR CITY

Following this the party was taken over San Francisco in automobiles and over the exposition grounds. The visitors were shown the civic center site and matters of general interest to new comers were explained by competent guides.

Promptly at 12:30 o'clock the uniformed boosters and their equally, and if not more attractively garbed women relatives and friends, were taken to the rooms of the San Francisco Commercial club, where a sumptuous luncheon was served.

No more loyal support of San Francisco and the state of California was ever pledged by a visiting organization than that made by the Oregonians. Boost, Boost, Boost, was the slogan of the state and the civic group, and all of the speakers from the north said they intended to do all in their power to help San Francisco and California.

Allen A. Chickering of the local organization introduced Charles K. Field as toastmaster of the luncheon. Field explained just what San Francisco intended doing in the years to come and the kindly feeling this city held for Portland and all Oregonians.

George C. Boardman of the Chamber of Commerce was another who voiced the friendship of this city for the visiting delegation and who extended them a perpetual welcome. R. B. Hale of the Panama-Pacific International Exposition Company welcomed the Rosarians on behalf of the company.

VISITORS PLEDGE FAIR AID

R. B. Hoyt, president of the Portland rose carnival and vice president of the Oregon Panama Pacific exposition committee, outlined briefly what his state purposed doing at the exposition. He assured San Francisco of the support of his city and he said that there was a friendly feeling held by the people of his state for Californians.

W. C. Bristol, crown prince of the Royal Rosarians, was equally as enthusiastic in his expression of good will toward San Francisco and California.

The speakers were frequently interrupted with the most unusual yells by the Royal Rosarians. The luncheon was largely attended by Commercial club members and prominent officials and business men.

LIQUOR IMPORTERS GET

LIMIT FOR FAKE BRAND

Bertin & Lepori, Assessed \$1,000, Fined by Judge for Deliberate Fraud

A fine of \$1,000, the heaviest ever imposed in the federal courts here for violating the pure food act, was imposed on Bertin & Lepori of 520 Washington street, importers and wholesale liquor dealers, yesterday by Judge Van Fleet in the United States district court.

Heretofore the offenders have escaped with fines of \$50, it being shown that the deception was not intentional or was the fault of some other than the firm from which the misbranded food or liquor was purchased. This representation was made by Bertin & Lepori a few days ago when they pleaded guilty to misbranding chemically made Jamaica ginger. When they appeared on a charge of putting a fake gin on the market they were assessed the fine which is the largest that could be imposed.

After counsel for the defendant had asked for leniency and United States Attorney McNab had insisted upon an extreme penalty because of prior convictions and the fact that this firm was guilty of repeated violations.

FORD PLEADS NOT GUILTY

Henry L. Ford, former United States commissioner at Eureka, recently indicted by the federal grand jury on a charge of conspiracy against the federal government in extorting money from defendants who appeared before him, pleaded not guilty. A demurrer filed by Ford was overruled by Judge William C. Van Fleet.

JUDGE SULLIVAN TO SHOW RECORD IN BURROWS CASE

Police Magistrate Refuses to Be Connected With Captain Mooney's Attack on "System"

Announcing that he did not intend to have the "buck" passed to him regarding "outside influences" and "the system," Police Judge John J. Sullivan said yesterday that he would go before the grand jury tomorrow night with all the records of the case against "Jimmy" La Strange, a Barbary coast dive keeper charged with having stabbed Henry Burrows. Sullivan said he would show by the records, which he has turned over to Assistant District Attorney Cotton, that there never was any chance, on the evidence submitted to him, of convicting La Strange on a felony charge; that there was no proof of the dive keeper having stabbed Burrows, the proprietor of a Broadway hotel.

DOESN'T RELISH NOTORIETY

The police judge was angered that his name should be brought into the case as a result of the special session of the police commission held Monday afternoon to try and learn from Captain of Detectives John Mooney who comprised "the system" that influenced certain detectives.

The commission requested the grand jury to make an investigation into every feature connected with the La Strange case.

Burrows, who is alleged to have been assaulted by La Strange, denied yesterday ever having connected the names of State Senator Thomas Finn or the McDonough brothers with those who had tried to influence him to drop the charges against the dive keeper. Finn and the McDonough brothers refuted a statement made yesterday morning that they had taken any part in the efforts to stop the prosecution of La Strange.

GO-BETWEENS ARE NAMED

The two names given to Mooney by Burrows as those of men who had tried to get him to drop his case were Charles Nelson and Peter Roberts, each of whom made several visits to him, as was published in The Call yesterday.

It is said that the police commission, in executive session before the special meeting Monday, was presented with the views of Mayor James Rolph regarding the charges that outside influences had been exerted on certain members of the police force. Rolph told Chief White that it was his duty to find out who were influenced and put them outside of the central station.

PACIFIC MUSICAL FOLK START SERIES JAN. 8

Galston Soloist for Opening Concert—Matinee Every Second Wednesday Planned

The first of the series of concerts arranged by the Pacific Musical society for the new year will be given January 8, at 10:30 o'clock, in the colonial ballroom of the St. Francis hotel. Gottfried Galston will be the soloist and B. E. Puyans, solo flutist of the San Francisco symphony orchestra, will be the assisting artist.

Plans of the society for the year contemplate a series of second Wednesday during the musical season, and at each event, whenever possible, a visiting virtuoso will be engaged.

The club's activities, which have extended over three years, have never been so far reaching as now, and the membership includes many of the most prominent amateur and professional musicians in San Francisco.

MACHINES IN COLLISION

Two Autos and Motorbike Mix Up Monday—Miraculous Escapes

Two automobiles and a motorbike were in collision at Golden Gate avenue and Gough street late Monday night, but the passengers all miraculously escaped injury. Charles Crockett, 124 Hyde street, was on the motorcycle and was run down. An automobile ran over the bicycle, but the driver escaped injury. The automobiles were driven by P. M. Dale, 15 Woodlawn avenue, and by Herman Schwartz, 1654 Golden Gate avenue. The machines were badly damaged.

Judge Van Fleet said in passing sentence:

"I can be lenient with one who in the heat of passion commits an offense against his fellows, but a corporation which through pure lust of gain commits an offense against the laws of this country by either adulterating or misbranding the food supply of the people is entitled to but little sympathy and will receive but little consideration in this court."

Annual Clearance SALE BIG REDUCTIONS GASSNER FURS Thursday, 9 a. m. LOUIS GASSNER 112-114 Geary St., San Francisco