



**THE PAN-AMERICAN EXPOSITION AT BUFFALO**  
By WILLIAM L. BUCHANAN, Director-General  
BY COURTESY OF COLLIER'S WEEKLY

**I**F THE people of the republics and countries of Central and South America fully realized to how great an extent misinformation with regard to their several countries exists in the United States and Canada, the Pan-American Exposition would be taxed beyond its limit to provide space for the exhibits that would come from those countries to enlighten the people of the United States and Canada concerning their neighbors to the southward. If, on the other hand, the people of the United States and Canada knew to any appreciable degree of the wide opportunities for the profitable investment of money and energy which offer themselves in Central and South America, they would not require such exhibits to awaken their interest, nor would such opportunities long remain unknown or unpossessed.

**The Object of the Exposition.**

The ideal had in view by those who planned the Pan-American Exposition and toward the accomplishment of which nothing is being left undone that energy and effort can bring about or suggest is that in all that appertains to the industrial and intellectual development of the countries of the Western Hemisphere the Pan-American Exposition shall occupy the position of a great international "Information Clearing House." While interesting millions as a beautiful spectacle, it will afford an opportunity to the peoples of the three Americas to become better acquainted with each other, and it will prove a very prominent factor, too, in developing a proper and just appreciation in each country of the industrial wants and trade possibilities of their neighboring countries of the Western Hemisphere.

While their view of the duty and task imposed upon them in this regard has been broadened by the generosity and public spirit of the promoters and management of the Exposition in providing for the setting of the Exposition a magnificent, fairylike spectacle in landscape and building effects and in arranging for the sumptuous, intellectual entertainment of visitors within the grounds have been broader. It is safe, I believe, to now risk the asser-



DIRECTOR GENERAL BUCHANAN.

tion that as a result of all this the verdict of those who visit Buffalo next year will be that in certain phases, and in not a few, the Pan-American Exposition will be justly entitled to rank in history as the most beautiful and successful of American Expositions.

No one who has approached the subject of Industrial Pan-America seriously believes that the artificial trade conditions now existing between Canada, the different Central and South American republics and the United States—as they affect and restrict commerce and communication between the different countries—can long continue, nor can it be controverted that great changes for the better in these regards have taken place during the past few years. Indeed, a greater advance has been made during the past ten years in the countries of the Western Hemisphere in all that counts for the better than during the 50 years preceding. This statement, made broadly, can be verified in detail. It applies to everything that has tended toward stability of government, toward the betterment and improvement of the people of the different countries, toward the building up therein of permanent national wealth and in the direction of utilizing to a greater degree than heretofore the products and resources of these countries.

**Governments and Export Products of South America.**

It is true that exceptions to this statement can be easily pointed out; but, broadly speaking, it will bear investigation and will be found to be correct. For example, with few exceptions the seemingly unending boundary disputes—all of which, by the way, came down from the old Spanish regime as an inheritance and which have been for 70 years the source of untold expense and of constant irritation and oft threatened war between practically all of the republics of Central and South America—have been amicably concluded. The closing days of the century find that chief source of trouble in Latin America happily reduced to a comparatively small point. It is not just to these republics to say in this connection that due credit should be given them for the fact that in reaching this result they have consistently recognized the theory of arbitration to be the proper and true method by which such international disputes

may be solved. Today no boundary difficulty of any kind affects the peace of the east coast of South America, and but two such questions are still to be adjusted upon the west coast. Stable government, well administered, has been reached in very many of the republics south of us. In some—notably in those toward the extreme south of the continent—the most striking and rapid advances imaginable have been made during the past ten years in their material development and in the prosperity of their people.

This has been especially true of the Argentine Republic and of Chile. Fifty years ago the latter supplied flour to the entire west coast of South, Central and even to that of North America. The development of California and Oregon, however, changed this, and today the latter not only supplies their own wants, but as well a large section of Central and part of Western South America with breadstuffs. Chile on her part has become the world's nitrate producer and notably so in copper, while her vineyards have increased with each year.

In the Argentine Republic the changes that have occurred are even more striking, because they relate to things with which we of the United States and Canada are more familiar. It is, for example, relatively speaking, but a few years since the United States was shipping flour to the Argentine Republic and to Uruguay. Today, as a result of the immigration that has poured into those republics, but principally into the first country, and as a result of the application of North American farm machinery to the great alluvial basin of the River Plate, the Argentine Republic alone exports to Europe 35,000,000 bushels of wheat and half that amount of maize each year. Not content with having thus become the competitor of the United States and Canada in the Old World in the exportation of breadstuffs, the same republic has also become their competitor—and a strong and growing one, too—in the exportation of meat products. Few have any idea of the growth of this industry in the River Plate republics. Thirty years ago Great Britain imported less than 300,000 pieces of frozen mutton. Indeed that was the beginning of that industry. Today there are killed, frozen and exported to Europe each day from the province of Buenos Ayres alone, in the Argentine Republic, 13,000 carcasses of as good mutton as the world can produce, while innumerable square miles of alfalfa fields dot the republic and furnish rice, cheap fattening material for 30,000,000 or more of cattle possessed by the country.

The advantages the people of the United States and Canada might obtain by grasping the true meaning of the above facts would appear to me many and their value very great.

If they would, for instance, but realize the significance of the one fact that a well bred, fat steer can be and is being produced in the Argentine Republic and exported to England at a total expense at least \$15 less than it is possible to do the same thing in either the United States or Canada—while a great advantage lies with the producer of River Plate mutton—they would realize the strong appearance of probability to the often quoted statement made by some that the distant future would bring River Plate mutton to our tables in the United States.

**Great Cattle Zones in the South.**

Many public men in South America believe this will occur, reasoning as they do that the conditions in the United States are such and their development in manufactures is so pronounced that it can be looked upon as altogether probable that within the next ten years meat will be profitably exported to the United States from the great cattle zones of South America. They also believe that the turn of the tide that has carried the United States into the position of a lender of money rather than a borrower will then carry the well known aggressiveness and zeal of American financiers and industrial operators into South America, where a highly profitable field would be found for the employment of capital in the development of many of the smaller industries now in existence there and in the consolidation and operation on a large scale of the meat producing plants there and in the handling of breadstuffs and all their related industries.

Millions of acres of tillable land, in an excellent climate, with every facility except immediate transportation, await those who will seriously look for it in South and Central America, and it was the earnest wish and purpose of those who formulated and planned the Pan-American Exposition that in all the above fields they might, through the Exposition, do something tangible toward bringing to all a better knowledge than now exists concerning the countries of the Western Hemisphere and that there might result from the Exposition something of value in the direction of a wider dissemination of that practical knowledge of our surroundings and of our future industrial outlook so much desired by all of us and so essential to a proper realization on our own part of the problems of trade and of commerce that are in store for us and for our children to solve, that through it the people of the Western Hemisphere might more clearly appreciate than they now do the enormous resources of the Western Hemisphere and the possibilities it contains for the building up of an enormous industrial empire, containing, as

it does, the most fertile agricultural lands of the world toward both extremities of the hemisphere, with minerals and forests adjacent in either section, with great navigable waterways in both North and South America and with a central zone capable of producing to an unlimited degree all the tropical and subtropical products known to or used by man.

The Pan-American Exposition was not, therefore, either entirely or largely born of a selfish desire on the part of the people of the State of New York, and of Buffalo primarily, to draw attention to anything they possess or to acquire wholly local prestige and benefit from the undertaking. The location of the Exposition was fixed at Buffalo by reason of the fact that the courage of the people of that city and their public spirit and faith in their ability to finance and produce an International Exposition which should be confined to the Western Hemisphere was strong enough to convince Congress that the work would be well done, and hence the location was decided upon.

**What Buffalo Has Done.**

This step having been taken and the die thus cast, Buffalo has risen equal to the occasion and has subscribed millions of money, and as a city, there have been sunk, in one common purpose to succeed, all personal and sectional jealousies and ambitions.

A splendid location was selected for the Exposition, in which there is included a large part of the city's great and famously beautiful park, and from the time that was done up to the present moment the interest and energy manifested and the strong intent to succeed in every way shown by the people of the city in their great undertaking have been focused upon and centered in the work now nearing completion. The extent to which this interest has been shown can be gauged from the fact that on several recent Sundays 20,000 people have passed through the wagon gates to the grounds in order that they might see how the work of constructing the Exposition buildings was progressing.

**Architectural Wonders.**

In its architectural qualities and outlines the Exposition pays the republics of South and Central America the highest compliment possible, since in the character and design of its buildings there will be placed before the visitor the most perfect, the most beautiful and the most enchanting picture of Spanish architectural memories that has ever been presented in any country or place, while in its natural attractions and in the loveliness of its lake and forest and flower setting the Exposition as a picture will be a source of gladness and delight and a pride as well to every one who visits it. Those who have its direction and management are doing everything within their power to bring together about these central, salient points those finishing, connecting links of fountains, of brilliant lighting effects, of music, of gardens, of entertainments and of novelty which go so far toward making up the real life of a great Exposition.

As this is being written—six months previous to the opening of the Exposition—it is distinctly gratifying to the people of Buffalo and of the State of New York to be able to realize, as they do, that their efforts in the work of building up and arranging the grounds of the Exposition have been warmly seconded on every hand, and that the discouragements they have met with and the difficulties they have had to overcome have but more closely accentuated and made apparent the merit of their undertaking and brought to them the unsought praise and hearty applause of their fellow citizens of the United States, while the prominent and praiseworthy activity being shown in Mexico, Guatemala, Nicaragua, Costa Rica, Honduras, Ecuador, Peru, Chili, Bolivia, the Argentine Republic and in Cuba, in all that relates to the participation of those countries in the Exposition, is most encouraging and presages a brilliant outcome. To this there is to be added the widespread interest now manifested in the Exposition in Canada, in Jamaica, in Guadeloupe, in Porto Rico, in Hawaii and in the Philippines. With these factors to work from, there would seem to be a bright outlook ahead for a successful outcome and a realization to some degree of the sentiments underlying the Exposition. With but few exceptions the States are cordially and enthusiastically interested in the Exposition and will participate, and they are joining heartily in the efforts to make it in its success consistent with the ideas held by those who formulated its plans and such as will amply and fully justify the pride, faith and confidence of the people who first took up and encouraged by every means within their power the holding of a Pan-American Exposition—at a seemingly most appropriate place—within our borders, as it is, of the world's greatest catarract, and amid the truly marvelously wonderful applications of the unlimited power now being transmitted from that great leap of waters.

**Bringing Together the Resources of the Americas.**

I have given several reasons why it seemed that an opportune moment had been reached to hold a Pan-American Exposition and also why the people of the Western Hemisphere should be interested in and learn much of great advantage to them from such a bringing together of the resources of the Americas as it is contemplated and desired to do. Many other reasons could be given why a broader, more rational, better understood and more common sense Pan-American sentiment should exist between the people of the three Americas than is now apparent and as to why the suspicion concerning the attitude of the United States toward them that has lain not wholly or always dormant in the Latin American republics should be wiped out for all time. Among these would be the building of an isthmian canal, the possibility of a

continental railway some day connecting the two ends of the hemisphere, the benefits and advantages in our relations with Latin America that are certain to follow the assimilation among us of the Spanish language since the Spanish war, which is now going on in every direction, and the striking changes our relations and business dealings and contact with Porto Rico, Cuba and the Philippines will bring about. These are all factors and things of interest and value to all the people of the Western Hemisphere, and each and all will be aided and benefited to some degree in every way by the holding of the Pan-American Exposition.

If this international enterprise shall therefore do aught in any of the directions I have indicated and if it shall in addition or as a result to any degree add something to the "better acquaintance" stock of the people of the Western Hemisphere and thus tend to bring to them all a more accurate knowledge than they now possess of each other's needs and opportunities and a truer appreciation of their industrial interdependence upon each other, it will not have been created in vain.

**HORTICULTURE EXHIBIT.**  
Will Be One of the Principal Features of the Exposition.

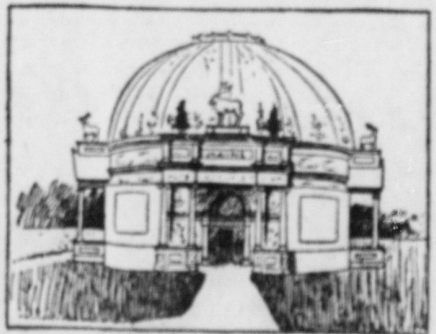
Horticulture, viticulture and floriculture are linked together in one great class. In the midst of a country of orchards and vineyards the Pan-American Exposition will have abundant material close at hand and of the finest quality from which to make an exhibit worthy of the great event. The extensive floral decorations of the grounds constitute a rich display in floriculture, and several acres, including hundreds of beds, are devoted to the exhibits made by leading florists of the country. Flowers in profusion will welcome the earliest visitors and breathe out their fragrance and display their incomparable beauty the season through. Thousands of trees and shrubs flourish throughout the grounds. Double rows of thirty trees surround the principal buildings. Foliage and flowers there will be in great profusion. In the horticultural embellishment of the grounds the Pan-American will far surpass the efforts of all former expositions.

In the handsome and commodious Horticultural Building all the popular fruits of the different countries represented in the Pan-American Exposition will be displayed. With a suitable refrigerating room upon the grounds, it will be possible for the management to make a daily fresh display of fruit. Throughout the term of the Exposition, when certain fruits are at their best, special displays will be made of certain varieties. The exhibit from southern California will be particularly large, and New York and other states will be represented befittingly. Bottled productions will also have a place here, the wine growers of the Chautauque, central New York and Hudson river regions having applied for space for extensive exhibits. The opportunity for a timely display of choice native fruits will be improved. Dried and preserved fruits will be exhibited here. Articles and appliances used in horticulture will also be shown in this division.

The exhibits of nursery stock, including orchard and ornamental trees, shrubs and evergreens, will be unquestionably among the finest, if not the finest, ever made. The most prominent nurserymen in the country have interested themselves and will aim to outdo any former show of the kind. No less interest is taken by the leading florists, who are arranging exceptionally fine displays. Many large beds of flowers were planted some months ago, and they will aid in beautifying the scene from the early days of the Exposition.

MARK BENNETT.

**The Maine Building.**  
The resources of the State of Maine will be exhibited at the Pan-American Exposition next summer in a building at once unique and appropriate. It



MAINE STATE BUILDING.

will be circular in form, with projecting entrances, and the decorations will be typical of things in the Pine Tree State. The building will challenge the attention and win the admiration of every visitor to the Exposition.

**ELECTRIC SCIENCE.**

**Feature of Great Importance at the Pan-American.**

Electricity and electrical appliances are to receive such attention as to make this one feature of the Pan-American Exposition of the greatest importance in the history of electrical development. In addition to the spectacular uses of electricity in illuminating buildings, towers, courts and fountains there will be very important demonstrations of the application of the force to many new purposes. Among them will be wireless telegraphy, the X rays, the electromobile, telegraphy to and from moving trains by induction, the improvements in the electric light and telephone. The wonderful labor saving qualities of electricity have revolutionized the production of many articles of merchandise within the past decade. This phase of employment of the electric fluid will form a most pleasant study for those who are interested in the newest of the sciences, and such a study as will only be possible at the Exposition. The development of electric power will be illustrated in a comprehensive manner.

**BANDS FOR PAN-AMERICAN.**

**Their Music Will Be a Great Feature of the Exposition at Buffalo.**

Arrangements have already been made for the appearance at the Pan-American Exposition of some of the most famous bands of the American Continent. Throughout the season, from May 1 to Nov. 1, concerts will be given daily in various parts of the Exposition grounds by these bands, and the variety of musical entertainment thus afforded will be a notable feature of the Exposition. Prominent among the organizations engaged is Sousa's Band, which is known wherever there are lovers of music and whose success in the rendition of military music has been remarkable.

The most notable achievement in the history of international events was perhaps the triumphal tour made by Sousa and his band through Europe, extending from April to September, 1900. It was 22 years since an American band had been heard on the European Continent, and so emphatic was the success of the American conductor and composer that the tour became a series of ovations throughout France, Germany, Belgium and Holland. It was the official band at the Paris Exposition.

The Mexican Government Mounted Band has been engaged to give concerts during the Exposition.

Fancullin's Seventy-first Regiment Band of New York has been engaged for a series of concerts during the season. This band has also a great reputation for its rendition of military music, and it followed Sousa's Band in the concerts at Manhattan Beach.

Canada will be represented by several bands, among them the famous Thirtieth Regiment Band of Hamilton, which is the crack band music organization of lower Canada.

The Elgin Band of Elgin, Ills., which stands very high in that state, has also been engaged.

Another well known band is the Carlisle Indian Band, which made a great hit in Washington and New York City.

When the Ancient and Honorable Artillery of Boston made their recent notable tour in Europe, they were accompanied by the Salem (Mass.) Cadet Band, which contributed much to the success of the tour. This band will also be heard at the Pan-American Exposition.

The Brooks Chicago Marine Band, E. B. Brooks conductor, which is considered by many the best in Chicago, will be heard.

Another band engaged is the Ithaca Band of Ithaca, N. Y., which is backed



FIGURE OF HOSPITALITY FOR TRIUMPHANT BRIDGE.

by E. N. Truman, one of the wealthy men of that section. It has achieved a great reputation in the central part of New York State.

The Boston Ladies' Military Band, which has been before the public for two or three years and made a pronounced success, has been engaged. It is spoken of highly by musical people in Boston.

Besides these bands from other portions of the United States, the best bands of Buffalo have been engaged for the Exposition, including the well known Seventy-fourth Regiment Band and the Sixty-fifth Regiment Band, which saw service at Camp Alger during the Spanish-American war.

Another band of Buffalo is Scinta's Band, a strong organization.

These local bands have been strengthened to the number of 33 men each, and the leaders claim to have put them in a very fine condition, so that Buffalo need not be ashamed of the performances they will give during the progress of the great Exposition.

This is not a complete list of the bands which will be heard at the Pan-American, but simply shows the character of the entertainment to be provided.

**Minerals at the Pan-American.**

Minerals will be fully represented, comprising every production, both useful and ornamental, mined from the earth. All parts of the United States and every country of South and Central America, Canada, Mexico and the islands of the sea will contribute specimens for the exhibit. All kinds of machinery used in manipulating ores will be exhibited. The great advantages that the Americas have over the rest of the world in the wealth of their minerals in connection with climatic conditions, accessibility, etc., will be clearly illustrated. While the exhibits will be under the auspices of the various Governments, many individuals and mining companies will be represented by individual displays, representing their special interests.

**Mexican Appointment.**

The Mexican ministry of fomento (encouragement) has appointed as Mexican representative of the Pan-American Exposition Engineer Albino R. Nuncio, who was until his appointment chief of the second section in the aforesaid ministry.

**RAINBOW CITY.**

**Pan-American Exposition Aglow With Beautiful Colors.**

Perhaps nothing has been more talked about than the color scheme of the Pan-American. It was a daring thing to attempt to array in colors the extensive buildings of this Exposition, for scarcely any precedent existed for such an undertaking, and to attempt it and fail would be disastrous indeed. It was out of the question to duplicate the White City at Chicago. Something absolutely new must be devised for the Pan-American at Buffalo. Happily the Spanish renaissance architecture furnished the hint for the solution of this problem, and now that it has been solved and the color scheme is seen to be so well adapted to the purposes of exposition architecture it is realized



FIGURE OF HEROIC MUSIC.

that a new discovery has been made. With the buildings arrayed in colors which will harmonize with the general scheme of the Exposition and please rather than offend artistic taste, the Rainbow City cannot fail to become popular in a degree scarcely hoped for by those who planned its construction.

The Director of Color, Mr. Charles Y. Turner, N. A., of New York City, studied the requirements of the situation and in his studio in New York by means of models carefully worked out the designs and drawings for the mural decoration. The experts experimented with paint and obtained an article that may be used without fear that it will lose its staying qualities before the Exposition is over. The test already made shows that the paint after being once applied to the staff is going to hold its color well.

**RARE COMBINATION.**

**The Floral and Electrical Display at the Pan-American Exposition.**

There is a saying that "Flowers are the poetry of earth, as stars are the poetry of heaven." If this be true, the beauty of the floral effects to be seen at the Pan-American Exposition will be pronounced as a rare combination of both, for never yet at an exposition have such magnificent effects been seen as will be visible in some of the fountain basins at the Pan-American. There beautiful plants and flowers, kissed to a state of dewy dazzlement by the falling spray and the glow of concealed incandescent lamps, will delight the visitor.

At the exposition in Omaha some little success was obtained in thus lighting up the flowers and the foliage of plants in the water basins, and this has led Henry E. Rustin, chief of the mechanical and electrical bureau, to attempt to enlarge upon what he accomplished in Omaha. When thus lighted, the flowers and plants take upon themselves new colors, each one seemingly more beautiful than the color displayed under full sunlight. Then the little mystery of where the illumination comes from is delightful, and, knowing this, the skilled electrician is most careful to conceal his lamps where least likely to attract the eye. Perhaps an artificial leaf, an artificial flower, is used to hide the lamp, but its full brilliancy is allowed to beam upon the plant and flowers, making a picture that is lasting. It is when such effects are obtained that the full appreciation of enjoyment is expressed in the single word "beautiful." It was so at Omaha, and it will be more so at the Pan-American.

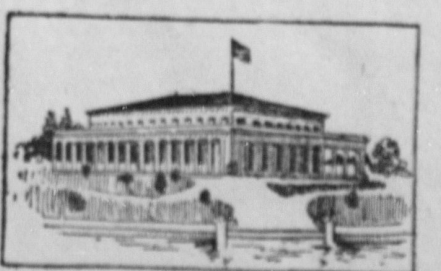
**Automobiles at Exposition.**

The automobile has been developed since the Columbian Exposition at Chicago. What marvels may be exhibited and in practical daily use at the Pan-American Exposition can only be dimly conjectured. The railway, vessel and vehicle exhibits at Buffalo this year will outrival in interest anything that has been possible in the past.

In 1881 the largest arc light machine made supplied current for 16 lights, and when Mr. Brush made a 50 light machine it was a giant. In the electrical exhibits of the Pan-American Exposition the largest type of Brush arc light machine will be shown, and this will afford interesting comparison with the machines of 20 years ago.

**The Ohio Building.**

The Ohio State building has a prominent place at the Pan-American Exposition to be held in Buffalo next summer. The design is plain Grecian



OHIO STATE BUILDING.

Doric, the beauty of which lies mainly in its classic proportions and commanding position. It is designed exclusively for social purposes and will be the rendezvous of Ohio visitors to the Exposition.