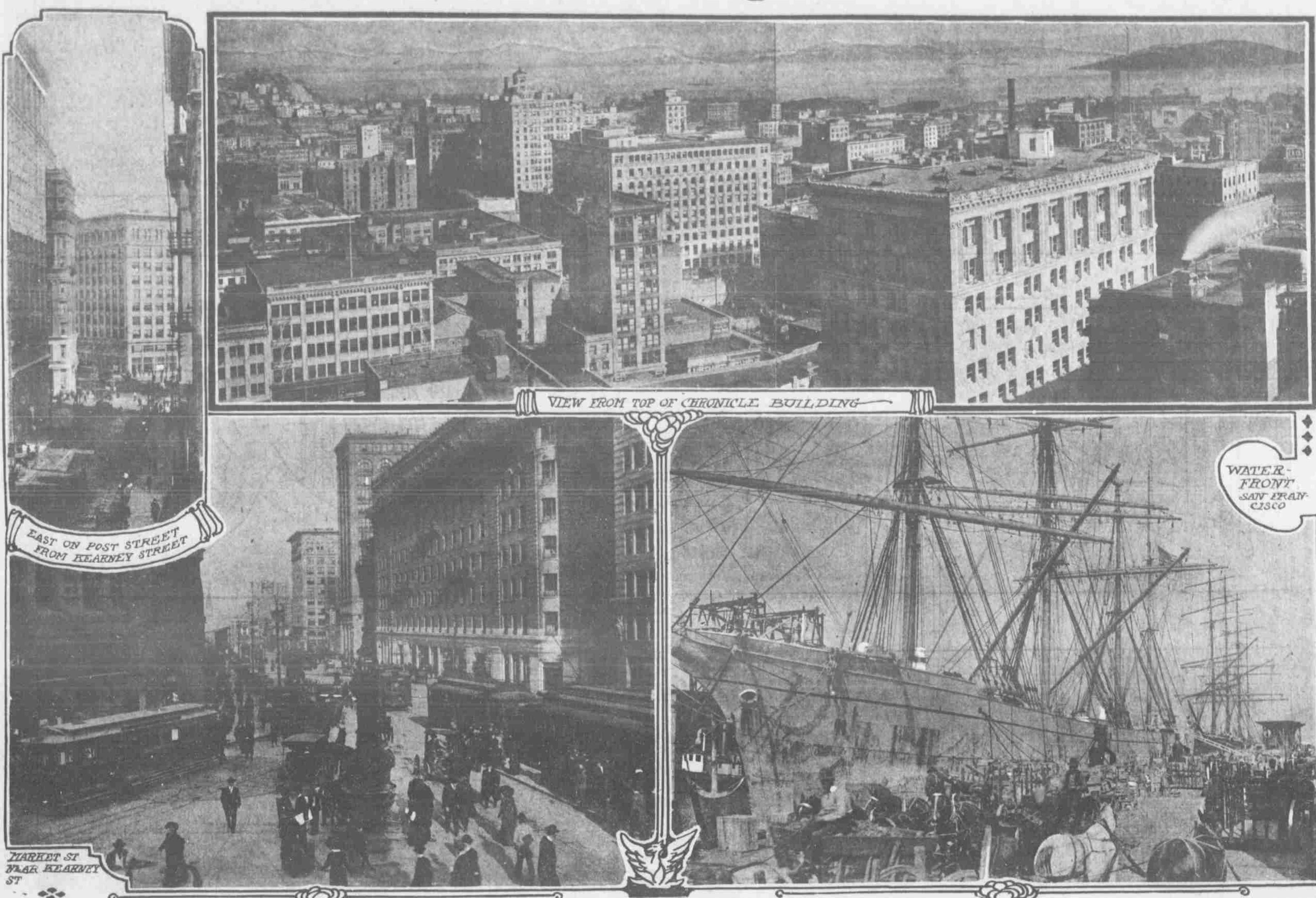


Remarkable Feat of Rebuilding a Wrecked Metropolis



WATER-FRONT SAN FRANCISCO

APRIL 18, 1906, San Francisco was crumpled to mortar and dust by a fire that swept 508 city blocks, all the retail, banking, wholesale and warehouse districts, and left a ghastly desert of withered walls where a great city, the hopes and achievements of sixty years, had stood.

April 28, 1910, San Francisco's citizens, at a mass meeting, subscribed freely and with enthusiasm \$4,000,000 toward an international exposition to be held there in 1915, to express America's jubilation at the completion of the Panama canal. Since that time \$3,000,000 more in voluntary subscriptions have been sent to the headquarters of the exposition that already is far advanced in careful plans and mighty hopes; and the city and state voted for a bond issue of \$10,000,000 more on November 3.

These April miracles now are known around the world, and the mettle of such people, sprung in vigor from the defeat of four years past, the world appreciates. Now what of the city that stands upon the ashes of the old? How well and how greatly have the citizens builded? In all, up to September 1 of this year, more than \$300,000,000 has gone into reconstructed San Francisco of which, \$201,498,540 has been expended in buildings alone. A sum exceeding \$100,000,000 more has been the outlay in steel and concrete wharves, a municipal fire protection system, sewers, streets and other improvements. Building at this time is progressing with increased activity. And, in addition, San Franciscans have bonded themselves to construct what they claim will be the most extensive and best municipal water system in the world.

Exposition to be a Marvel.

Such is the city that asks the honor of building an exposition that will be worthy, before the world of America. Already her citizens have completed a task which ranks with the construction of the canal in magnitude, and represents, in capital expended, more money than the canal has cost to date; and almost as much as the "big ditch" will have cost when completed. By 1910, San Franciscans say, every trace of the fire will have been erased and forgotten in the city's greater catastrophe.

It is, of course, not only San Francisco that will go before congress in December and request to be granted the exposition. Back of the city is the whole state of California, and back of both the great west. The people of California have given wholeheartedly, through their legislature which met September 6 in special session \$5,000,000 toward the exposition's success, and the municipality of San Francisco has been given her plea to bond herself for a like sum. In all \$17,500,000, every penny of it legally obligated to be paid, will be in the hands of the exposition directors by the end of November.

Of congress these westerners will not ask one dollar of aid.

Indeed, the Sun City is a bit anxious to demonstrate that she can build a \$50,000,000 exposition with money granted by her own state's citizens. She is ready to show that she can house in comfort the crowding thousands that will come from the ends and corners of the earth to witness a grandeur they never

will see again. No city in the world, New York even, London or Paris, has anything superior to such hotels as the St. Francis, the Fairmont, the Palace, the Bellevue and Stewart. There are hundreds of first class hosteries in the downtown district. Fully 200,000 visitors can be taken care of without crowding in suburban cities that are within 30 minutes of throbbing Market street. By 1915 the accommodations will have doubled, at the present rate of building.

New Buildings by Thousands.

Somewhat over 25,000 buildings have been constructed in San Francisco in the four years since the fire, or reconstructed from the steel frames of structures gutted by flames. About half of these buildings are frame apartment houses or flats, the balances are of brick, with steel framework, of solid concrete, or, as in the case of most of the towering office buildings, steel and concrete.

World famous designers visiting the Pacific coast metropolis have termed it "archi-

tectually the last word in cities." Its block after block of many-storied structures, new, artistic, strong with the strength of concrete and steel, merit the title.

But of most interest at this time in connection with the new city is the bid for the Panama Pacific International exposition in 1915, and the reasons advanced to show why the celebration of the opening of the canal ought of right to be held on the hills that look out over the Golden Gate to the bosom of the Pacific.

The matter of location deserves first consideration. Situated as the city is, midway on the coast that from the Orient, with eight transcontinental lines bringing the Eastern traveler to her doors, the west and its wonders must become a natural part of any exposition San Francisco may hold. However, the visitor may travel, he must, in approaching the city, go through the marvels of mountains and canyons, and cataracts, the giant trees, the orange groves, the oil fields past the missions, through the rich inland

valleys of the Sacramento and San Joaquin that form part of California's charm. Near San Francisco, and accessible to it, is Lake Tahoe, Mount Shasta, the Yosemite Valley and the Hetch Hetchy, the half dozen groups of Big Trees, the regions made famous by Bret Harte—Sonora, Angels Camp, Jimtown and Table Mountain, on which Truthful James resided, that still stretches its level slope down to the Stanislaus.

Visitors Can Go By New Route.

Such is the city's fortunate situation in respect to the Panama canal on the one hand, and the great center of population in the east and middle west on the other, that the exposition visitors from beyond the Rockies may take one of the many steamers that will run excursions through the newly-opened canal, pass up the Central American coast, and, in a continuous voyage which will measure from the Canal zone not more than the distance between New York and Liverpool, arrive at the exposition which will celebrate the ca-

nal's completion. Returning overland—all on one ticket the transportation companies promise to issue—stopovers will be freely granted at every point worth seeing, and any route over the continent may be selected.

In one way the city is well located to hold the exposition celebrating the canal opening, then, because of the fact that a continuous trip can be made, at small expense, through the canal and onward to the fair that is the product of the canal. In another way it is well located because it is placed at the converging point of roads passing through the greatest grandeur of the west.

Upon her bay 100 miles long could float the fleets of the world, the nations' super-dreadnaughts. Admiral Robley D. Evans has termed San Francisco the only possible site among cities mentioned for the exposition because the old sea dog sees in San Francisco bay a body of water in which the greatest naval pageant of all time may be assembled. With an exposition stretching down to the bay and the white-fringed Pacific a sight would be granted the visitor to be remembered through a life time of traveling.

Great Show In Vacation Time.

The air of ennui, as the record of the city shows, does not blow in San Francisco, and the malarial summers known elsewhere, the heat and dust, discomfort and disease, are to her unknown. Summer temperature averages 55 degrees—but seven degrees higher than the winter mean. The exposition would be held during the summer months, when 90 per cent of mankind take their vacations; the time when school teachers and school children, college students, professional men, workers of all kinds, travel away from work seeking coolness and diversion. New Orleans, because of her climate, plans to open her exposition, should she be granted it, in September when all but 10 per cent of Americans have returned to their labor. An exposition not held during the summer months can not be a success.

In the question of climate San Francisco will bear comparison with any city or section of the United States, and in particular will she emerge with honors if compared with respect to climate to the hot and unhealthy regions that steam and swell the turbid Mississippi empties through slow channels to the Gulf.

But in the last analysis San Francisco's chief reason for believing that she should build the exposition in 1915 lies in her contention that the Canal means most—means everything—to the west, and that the celebration of the canal's completion belongs therefore to the west. Through the canal will come the men and women that are to develop the region west of the Rockies, and bring it into world power and prominence. Through the canal will go the products of the west. Through the canal will flow a better sense of the common unity and common purposes of Americans, and by the canal the Atlantic and Pacific coasts will be made one. To the Atlantic slope the canal means only greater trade; to the Pacific it means greater life, the countries of the world opened to equal and easy intercourse, the promise of the west fulfilled.

Newspaper Man Turns to Fruit Farming

SEVERAL men attending the Fruit and Corn show held at Council Bluffs the last week are representative of a class that will be numerously in evidence during the Land-Products show to be held in Omaha January 15 to 28.

R. E. Turpin, one of the men in charge of the Colorado fruit exhibit, is a good specimen of the man who "goes back" to the farm successfully. He was a newspaper man in New York City up to five years ago. His health failing he came west, finally landing in Grand Valley, Colorado. He now owns an eighteen-acre fruit farm and is one of the leaders of a progressive community.

"When I first arrived in the valley I could not take a very active part in work," said Mr. Turpin, "so I agreed with a man on a fruit ranch that I would work as much as I could during the day, and if the value of my work did not pay for my board I would put up the difference in cash. At first I could work but two or three hours a day, but my strength continued to increase in the open air labor and after a while I could work all day. During this time I was picking up information touching the planting of trees and the best methods of caring for them; in fact, learning everything possible under the circumstances.

"I did not have much money, and when I began work my intention was to regain my health and then go back to newspaper work in New York. I had spent a good many years at it, liked it and it seemed to me my forte lay in that direction. After a time I managed to get possession of a small fruit ranch that had been allowed to run down to a great extent. Taking hold in earnest and putting my small store of knowledge into the effort, the place responded with encouraging results. Today \$2,000 a year in advance of my income from the fruit farm would not tempt me to quit and go back to working for someone else."

Mr. Turpin today is a man apparently in the best of health, clean-skinned and clear-eyed. He talks most interestingly of fruit growing, its trials and possibilities, and tells as only a trained newspaper man

could about the good work done by the fruit raisers of the Grand Valley. "There is a nice balance of circumstances in our valley," he said, "and the sunshine and general climatic conditions are excellent, while irrigation supplies water as needed."

"But we have our troubles, too, though not as many now as formerly. It was in the Grand Valley where the efficacy of fire pots to ward off frost was first demonstrated to a certainty; and it was there, too, that the codling moth was hunted so successfully that its ravages have practically been eliminated. We have men in that section who have left positions paying as high as \$10,000 a year in order to work for themselves, as one man put it. In former

times a man with the ability to command such a salary would have been in business for himself, but under the action of the great combinations they are hired to work for others.

"One man who had left a position paying \$10,000 a year, when I asked him about his change to a fruit ranch, said he had reached that point in life where he wanted to work something on his own account, and he thought a fruit farm would give him the opportunity. He was very modest about it, but I think everybody agrees that fruit farming is the ideal outdoor life. Of course, success depends largely on personality, and so there are always chances to secure bearing orchards, as well as new land, from the fact that in such a section as ours some people want to go elsewhere for one reason and another."

Mr. Turpin talks interestingly of irrigation, fruit grafting, marketing and other points connected with the conduct of a fruit farm. Co-operation is the rule among the growers where he lives, and they keep a high class expert here in Omaha all the year round to look after their interests. This man knows what is wanted, what fruit is coming and keeps in hourly touch with market conditions.

"By this system we get the best prices," said Mr. Turpin, "and we also know just what the people want. It has been found the fruit of medium size is the best, and particular kinds are sent to New York hotels and other places to meet different demands. Peaches are first to market, then pears, and lastly the apples. Great care is taken with the packing and as a result good prices are realized."

Irrigation is the rule in Colorado, and the Grand River is drawn on for the water in the ditches of the Grand Valley. It also supplies the drinking water, which is kept in cisterns. Wells are unknown in that section of the state, which was formerly a desert. Where artesian water has been sought it was necessary to go down 1,200 feet or more; "and as the water we get is not at all unhealthy, no one wastes time sinking wells," said Mr. Turpin.

The Pumpkin

By Alice Van Leer Garrick

I come when autumn winds are cold
And all the woods are red and gold.
I'm round and fat and yellow,
I'm good to eat, I light the world,
Oh, such a jolly fellow!

You praise me on Thanksgiving day,
And when on Hallowe'en you play.
The tricks that are so nimble,
And bob for crimson apples gay.
And cut for ring and thimble!

You see me grinning at the door
Or at the window, and before
You catch me, off I flitter
To join the Pumpkin Band once more
That sets the lanes a-glitter!
—By Alice Van Leer Currik in
Youth's Companion.