



AGRICULTURAL BUILDING.

\$2,000,000.

DIRECTOR OF CONCESSIONS HOPES TO SECURE THAT AMOUNT.

Chances are Good for a Realization of His Hopes.— Nearly two Thousand Applications Have Been Filed and Already the Planned Midway Enclosure is far too Cramped.—It will be Greatly Extended.—Possibilities for Wealth in Privileges Already Let.

AS was predicted in the PAN-AMERICAN HERALD four months ago the Chairman of the Department of Concessions and the Director of that very interesting and important Department have found that the 21 acres set aside for Midway attractions is far from adequate and the ground plans must be altered to allow an extension of the boiling sizzling thoroughfare.

Though there may be some who think that an up-to-date Midway might be confined in small compass the truth is only told when it is said that the great advertising feature of a Fair; the strongest magnet and the best patronized section is the Midway. The attractions gathered, the novelties offered, the merry throngs and the strange people to be seen make of the street an attractive place to visit and one capable of producing a vast revenue. Nearly a year will elapse before the gates of the Exposition will be swung but so admirably has Director Taylor dealt with those who have applied for Midway space that he has been able to give consideration to nearly 1500 applications; to sift down and select only the best and to close contracts which guarantee to the Exposition management a far greater revenue from this source than was ever received by a previous Exposition; with the possible exception of the Columbian Exposition and as the rush grows stronger day by day and as wonderful novelties are promised the outlook is bright for a splintering of the Chicago record. When the great Fair at Chicago was in course of construction the Midway section was "sort o' dragged in." It was understood by the management that many of the attractions offered were not of a purely exhibition character and the Midway section was devised to care for this overflow. The world knows the result. It was the hit of the great Exposition. Not from an artistic view point, of course, nor yet from an educational, but it tickled the people immensely; it advertised the project in marvelous manner, it made fortunes for many people and it paid into the office of the Exposition treasurer not less than \$2,500,000. Exposition management has made great advances within

the past nine years and Director Taylor has some ideas for the conducting of a Midway that will prove popular and profitable.

Not only has he had an opportunity to sift down and sort out the propositions presented but he and the Committee on Buildings and Grounds have gone further and have decided that the novelty and amusement section of the grounds should differ from a similar section at any other Fair. They are to be in keeping architecturally with the rest of the Exposition. Every man who desires to erect a structure along the Midway is called upon to submit plans of the proposed structures and those plans must be handsome enough to pass the critical inspection of the Director General and the Concession Department. When the ground plan was first prepared it was thought that the Concession Department had been treated generously with an allotment of 20 acres of land at the north western extremity of the grounds.

But it has already been discovered that the allotment was not near generous enough. From all parts of the world men have flocked to the office of the Concession Director to apply for space. Some of the propositions submitted have been planned on tremendous scales of greatness and before the gates are opened the amusement features alone the tortuous thoroughfare will represent many millions of dollars. Already the concessions let have eaten up the space originally decided upon and the applications coming daily and the propositions under consideration embrace so much more territory that Director Taylor's plea for more room has been met by a decision to let the Midway extend south, across the Mall (Amherst Street) and run south of the Service Building. There is a great possibility that growing demand will make necessary the extension of the thoroughfare not only as far as the Service Building but far along towards Western fence line.

It is already evident that it will be the part of wisdom to do this for the nature of the concessions applied for are such that it would be suicidal from the financial view point to leave out. Some are of very attractive nature and would add thousands of dollars to the Exposition receipts. One year ago Director Taylor announced that he intended to make careful selections and to endeavor to so conduct the Concession Department that the profit to the Exposition Company would not fall short of \$1,000,000. Three months ago he was optimistic enough to mentally add \$500,000 to his original figures and today he feels that he can say "plus another half million."

It is not unduly optimistic to place the figures so high when consideration is given to the nature of the concessions applied for and to those already granted. The oriental concession, held now by Gaston Akoun, a man of wealth and experience brought to the man having a similar privilege at Chicago the stupendous sum of \$600,000 and as Mr.

Akoun has been allotted 160,000 square feet of space and has bound himself to expend not less than \$100,000 in putting on his display the assumption is natural that so shrewd a man knows of big profits to come and the Director of Concessions realizes that the Expositions percentage of receipts from this feature will aid very materially in accumulating the looked for two millions of money. The Mexican village which will be erected and conducted by H. F. McGarvie of Omaha Exposition fame should make its projector a rich man and should contribute to the Exposition a sum fully as large as that which the Oriental show will pay. As planned by Mr. McGarvie the Mexican village will require an outlay of over \$85,000 but the concessionaire is particularly lucky in possessing the good will of President Diaz of Mexico who has practically pledged his government to contribute features of interest which could not be secured otherwise for any sum of money. Old Plantation, which will be placed on the Midway by E. S. Dundy is another attraction embracing a large tract of land, a heavy expenditure of money and big daily receipts. At prior Expositions the Old Plantation concession has always brought a great deal of money to the man securing the privilege and also to the Exposition and as Mr. Dundy is one of the far seeing ones who counts upon an attendance running far into the millions he has decided to spend many thousands of dollars in his effort to show Exposition visitors next year the finest reproductions of an old time Southern plantation that has ever been seen within an Exposition fence.

J. J. Dunnivant has secured the right to place a Darkness and Dawn Exhibit. By the title Heaven and Hell this attraction, though incomplete and on a smaller scale, was shown at Omaha. Recently the complete Darkness and Dawn plans have been completed, submitted and accepted. They provide for a showing that will be startling in novelty and attractiveness and the Director of Concessions rubs his hands and figures that Mr. Dunnivant's percentage will bridge a long distance in the race for the two millions.

An African Village is also one of the attractions assured and it will be placed by a venerable Frenchman whose name is signed X. Pene in the Exposition contract. Many years of Mr. Pene's life have been spent in the Dark Continent and his plans call for a display of great novelty and drawing power. This feature will necessitate the expenditure of fully \$100,000 and far more people and animals will be brought from Africa and a large amount of space will be required. In the attraction termed "Venice in America" which Abergo & Baroni have secured another great and expensive feature is provided, for these ambitious gentlemen have wealth sufficient to reproduce in fac simile sections of the far famed water city and to allow visitors to enjoy gondola rides in a reproduction of the Grand Canal.

It was left for F. W. Thompson to bring forth a realization of Jules Verne's book, "A Trip to the Moon," and at the Exposition of 1901 any visitor who desires to visit fair Luna may do so by first crossing the palm of Mr. Thompson's cashier with silver and then stepping aboard the great air ship. Trips will be made from the Midway as often as visitors desire and the cheap cost of the journey and the novelty of it should bring back to Mr. Thompson the \$45,000 which he will expend in constructing his novel attraction and should also bring him many more to be used for air ships ballast in the future.

At the World's Columbian Exposition the great mechanical marvel of the Midway, and in fact one of the great mechanical marvels of the age was the Ferris Wheel. It was a great attraction but millions have seen it and E. S. Dundy has improved upon it and has secured the privilege of putting at the Pan American Midway an Aerio Cycle. By that title many might not recognize it but it is a giant see-saw over 200 feet in length. Skilled bridge

engineers have stated that it can be constructed for \$50,000 and as Mr. Dundy was prepared for a far heavier outlay the contract was let some weeks ago and soon the great steel towers between which the bar will rock, will begin to go up. As said before the Aerio Cycle will be a see-saw, but it will be more than that for at each end of the bar a miniature Ferris wheel will be suspended. These wheels will each carry four suspended cars with a total seating capacity of 128 and as the great bar rises to the dizzy height of 200 feet the wheels with their precious cargoes of living freight will slowly revolve.

Mauna Loa, the great Hawaiian volcano will stand near Dundy's wonderful Aerio Cycle for E. W. McConnell has pledged himself to the Exposition management to expend \$90,000 in a reproduction of the great crater. His plan as prepared and accepted calls for a stupendous work. The great volcano will be gigantic and the mechanical skill which will cause it to send forth molten lava and sheets of flame as does the crater at Hawaii, when in a state of eruption, is intricate, ingenious and costly. It will have as a supplemental attraction bands of natives from the Island and a splendid theatre will be attached.

Moving pictures are growing upon the people day after day and Prof. S. Lubin of Philadelphia will perforce contribute greatly to the Exposition as he has secured the exclusive privilege of erecting a theatre in which to exhibit these pictures during the Fair. That he counts upon taking a fortune during the six months duration of the Exposition is attested by the enormous cash outlay he made in preparing one film which will be shown for the first time next year. This film, on which are 94,000 photographs is a moving picture of the Passion Play as produced annually at Oberammergau. To secure the pictures Prof. Lubin made the journey to Oberammergau and after studying the performance he returned to America and engaged an entire company of actors for the summer. In a special theatre the great cast, especially rehearsed and costumed gave one performance of the production. There the pictures were taken. The film, miles in length caught the sacred play and when that was done the company was disbanded and the costumes and scenery thrown away. It had required an expenditure of thousands of dollars to do that much but the Professor wasn't satisfied. He desired to do more and it occurred to him that the acme of photography, and especially of moving photography would be reached if the pictures could be produced in colors. He thought for days and finally reached the conclusion that it could be done in but one way and that would be by painting by hand the brilliant details upon each picture. Imagine the task of touching by hand in many colors the enormous number of 94,000 pictures. It was started and once started could not be discontinued. Four young women artists were engaged and set at the seemingly endless task. For days they worked but the pictures were small and great care was needed. It was demonstrated that the system was correct but slow and sixteen more artists were engaged. For eight months the work has been underway and it is still far from being completed though some miles of the tiny pictures have been finished. It will all be done by the time the Exposition opens and the people who witness it will doubtless enjoy the brief and fleeting feast of beauty without giving consideration to the thought that for their passing pleasure a year of time and nearly \$60,000 had been spent.

And there have been other concessions let, which, though not appearing large, mean vast wealth. For instance C. D. Arnold has the exclusive privilege of taking photographs on the Exposition grounds for sale. One would not imagine that the privilege carried with it almost the certainty of a fortune but such is a fact. That same privilege at Chicago added to the Exposition income nearly \$130,000 in good American money and Mr. Arnold would

not feel grieved were he to slip beyond the Columbian Exposition figures. The exclusive privilege of selling badges, buttons, medallions and similar souvenirs at Chicago was a concession which brought out nearly \$150,000 and President Charles Buchheit of the Pan-American Badge and Souvenir Company, which has been awarded the privilege for the Pan-American Exposition has planned wisely and well and exposition men who are familiar with such matters think that vast throngs will come to Buffalo next year and that badges and plaques and medallions will sell as rapidly next year as they did at Chicago in 1893, for the American man and the American woman, to say nothing of the American boy and girl are consistent souvenir hunters and few visitors will leave for their homes next year without an official souvenir as a memento. Then the pop corn and peanuts that will be consumed. Not bags but car loads and George Dirnberger who will sell them both will gather in many bushels of nickels and dimes before the Exposition's demise, while the American Souvenir Company which will sell souvenir spoons will needs have a special vault in which to hold its takings.

These are but a few of the privileges that have so far been granted but one familiar with exposition matters may see at a glance that combined they will represent in receipts some millions of dollars and the largest concession of all, the restaurant privilege has not as yet been let.

It may seem a matter of but small import to many, this restaurant privilege, but Director Taylor, who is a mine of exposition lore considers it the greatest concession within the Exposition's gift. It has been given deep and serious consideration by the Committee on Concessions as it is of paramount importance to make the best arrangement and to be assured that the person securing it knows how to handle it.

At Chicago the restaurants did a cash business of over a million and half dollars and the profits paid to the Exposition Company exceeded \$400,000. It is the intention of the Concession Committee to see to it that the restaurants at next year's Exposition shall be a permanent advertisement for the Exposition and for Buffalo hospitality. The restaurants will be good. That will be insisted upon. The service must be above criticism. There will be various restaurants and various charges but each one must be as good as possible. If the charge for a meal is 50 cents the guest will be satisfied that he is getting as good a fifty cent meal as he can get in any restaurant or hotel in the land. If the meal is a dollar it must be correspondingly better. The intention is to make arrangements for a first class service and to see to it that the visitor gets just a little bit better treatment than he expected. There will be a number of restaurants; the principal one being the Grand Restaurant in the Stadium Building, in all probability.

Director Taylor in speaking of the matter a few days ago said: "It now looks to the committee as though the planned accommodations would be insufficient and the committee has given considerable discussion to the advisability of securing seating accommodations in a number of buildings for which no restaurants have been planned.

"Will the restaurant be moderate in price or will there be any of a high class?"

"There will be at least one of very high class; higher than any restaurant in the United States in all probability for it may be located 120 feet above the ground in the Electric Tower. That one, or some other one selected, will be conducted in a manner that would be creditable to the Iroquois Hotel or to the Waldorf-Astoria, to Sherry's or Delmonico's or in fact to any hotel or restaurant in the world. The service will be perfect, the viands the richest, and the cooks and the waiters the best that money can secure. Naturally the prices will be higher than in the others, though they will not be startling. Will correspond to the prices that prevail in any hotel of first rank. There

will be everything on the card and while a man can get a meal in there for a reasonable rate the chef will also be of sufficient experience to serve a \$20 or a \$50 or a \$100 luncheon for anybody who wishes to bring a couple of friends in for a gastronomic revelry."

"It is quite probable that the concession will be let within a few days and when it is the committee wishes to know for a certainty that it will be let to a man who appreciates the chance he will have for a big winning both for himself and for the Exposition."

In connection with Mr. Taylor's remarks about the restaurant privilege and the manner in which it shall be let and conducted it is interesting to learn that Col. John T. Dickinson, who was Secretary of the Board of Directors of the World's Columbian Exposition, and whose name was some months ago mentioned both in connection with the position of Director of Publicity and Director General of the Pan-American Exposition, has applied for the restaurant privilege. Col. Dickinson addressed a letter to Director Taylor a few days ago in which he said that he was associated with a company which desired the privilege. "In the Company" wrote Col. Dickinson "are P. J. Wall who had the catering privilege at the New York State Building at the World's Fair and Col. J. H. Davidson, who is at present the president of the company that has the same concession at the American pavilion at the Paris Fair."

If the restaurant concessionaire at Chicago took in \$1,500,000 and paid to the management \$400,000 for the privilege there is reason for supposing that the person securing a similar privilege here will do as well, for the restaurants will be better than were those at Chicago and the percentage of people of wealth who attend should be much higher than it was at the Illinois metropolis.

A CHEAP AND PLEASANT REST.

THE rates of two cents per mile for transportation by rail is about as good as can be hoped for in this vale of tears, and that rate includes red plush and cinders. Nothing more! Imagine then, the delights of a summer trip on a magnificent steamer at an even lower rate, with berth and meals included.

It doesn't seem possible to secure such generous opportunity for health and pleasure but on the sacred word of Frank A. Gross General Pass. Agent of the Lackawanna Green Bay Line, his Company makes the offer to sweltering humanity and suggests that haste will be necessary to book accommodations as the rush has already started.

The complete itinerary of the trip embraces a voyage on either of the magnificent steamers Empire State or Badger State. On alternate Wednesdays these modern steel flyers leave from the foot of Main street, Buffalo, and start up the great chain of lakes. Stops are made at Cleveland, Detroit, Port Huron, Mackinac Island, St. Ignace and Green Bay. That portion of the outing consumes six days and by that time the city-baked sufferer has become tanned hungry and happy. The return takes an equal number of days and the results for health and pleasure cannot be excelled by any twelve-day rest so far arranged.

Its a summer vacation on a floating palace with fresh air, good beds and splendid meals provided at the very minimum of expense. At two cents a mile the cost is approximately \$32.72 and the seeker for pleasure who is accustomed to pay twice that amount per week at sad sea side resorts each year will appreciate at once the treat that Mr. Gross has mapped out. The summer isn't as long as the winter and the rush is at the full. Those who need the trip needs make haste. Take a walk to 289 Main Street; the City ticket office of the D., L. & W. R. R. Co. and there Mr. Gross will be found waiting to give further information.